

PRINTERS' INK

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185 Madison Avenue, New York City

VOL. CXXIII, No. 3

NEW YORK, APRIL 19, 1923

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B. A. I. S. 1922 with
N. W. Ayer & Son



Southern hospitality!

IMMEDIATELY there springs to mind the picture of a welcome that warms the heart, and a table that fairly groans with epicurean riches.

Hot biscuits as light as eiderdown; muffins that almost vanish at a touch; fried chicken, with a halo of golden tenderness; salad dressing as smooth as cream; pastries that entice one to one's ruin.

Across the table is the kindly face of a gracious hostess; while presiding in the kitchen is a bustling mammy conscious of her skill but thanking her lucky stars for her indispensable ally, Mrs. Tucker's Shortening.

For many years the Interstate Cotton Oil Refining Co., of Sherman, Texas, makers of this excellent first aid to fine cooks, has been instrumental in upholding the South's reputation for culinary art. Ours is the pleasant task of spreading the good news of unrivaled cookery that can be made with Mrs. Tucker's help.

N. W. AYER & SON

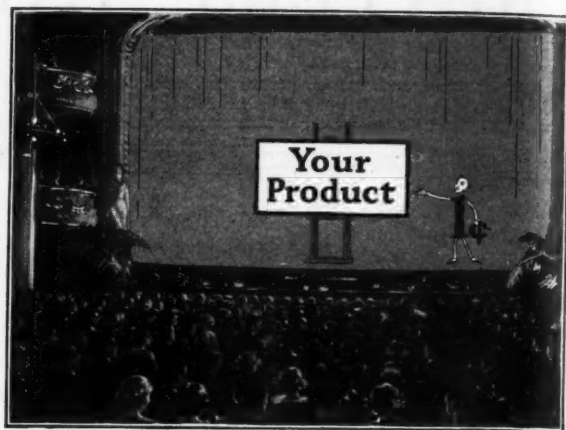
ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO





1¢ Tells It to 170 New Yorkers!

If the owner of a New York theater guaranteed you an audience of 170 people—

Would you pay him 1 cent for the privilege of talking to them about your products?

At approximately this same rate you can reach the 2,800,000 earning, spending New Yorkers who travel in Interborough trains each day.

Here is your theater, the world's richest market—here is your audience, New York's money spending people. Speak to them through

INTERBOROUGH

Subway & Elevated Advertising

Controlled
by **ARTEMAS WARD, Inc.**
50 Union Square, New York City

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PRINTERS' INK

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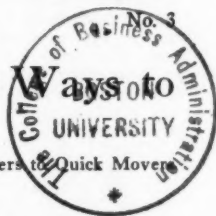
VOL. CXXIII

NEW YORK, APRIL 19, 1923

Tired Products and New Ways to Sell Them

How Some Manufacturers Have Changed Shelf Loafers to Quick Movers

By Roy Dickinson



IF Bill Sommers, of the Main Hardware Store were to sit down some fine morning and talk to the goods on his shelves, he might speak somewhat as follows:

"Now, listen, products, I've been checking up on your work since you've been with me, and I want to talk plain English to you. Less than a quarter of you are doing all the work. The rest of you are just loafing, taking up shelf room, eating up interest and tying up money that I could use. You've got to quit loafing or I'll fire you. I'll add a few more like Big Ben and Eveready. They are carrying the load.

"But you loafers will have to wake up or out you go. What's the matter—are you tired out, or what?"

This would be merely another way of suggesting that Bill had awakened to the fact that goods that are first well advertised and then well sold to him, are the products that are buying shoes for the baby and paying his grocery bills. Idle merchandise that is not carrying its share of the load is a needless expense. Shelf loafers increase the cost of selling, add to the retailer's overhead, and by adding waste motion through all the channels of distribution, increase costs and so take more of the consumer's dollar.

Here is a question to which Representative Anderson and other

men interested in cutting distribution costs might give some attention. They would find that many manufacturers who add good selling to good advertising are continually helping both retailer and consumer by increasing the rate of turnover. Goods which are made known by advertising turn over quickly, carry their share of the load and waste neither time nor money in doing it. Idle goods are non-advertised goods. When the manufacturer adds real selling ideas to his advertising he still further helps the retailer. The ability to apply practical imagination to their own products and to pass on that quality to the retailer via the company's salesmen, is increasing sales for manufacturers and profits for retailers.

Bill Sommers's hardware store is in an inland town. The nearest water is a lake eighteen miles away from his front door. But Bill's customers are people who go away in the summer time. They are logical prospects for an outboard motor to be attached to a rowboat or canoe. The maker of a certain outboard motor is a consistent user of direct-by-mail advertising. But in a box in the rear of Bill's store the motor is a rather dead and uninteresting piece of merchandise. Left there it might easily become a loafer. A well-informed clerk, who would talk wisely to some person who inquired for it, about the fly-wheel magneto, the case-hardened crank

shaft, the heat-treated bevel gears and its other sales features, could not give it the life, or touch of imagination necessary to create in the prospect's mind a real desire for possession. The way the manufacturer, through his salesman, managed to apply imagination to this product which might otherwise have loafed, furnishes an interesting example of a follow-through method of giving to an inanimate article life and movement.

When I dropped in at Sommers's store last Wednesday there was the outboard motor firmly fastened to the edge of a giant barrel. The barrel, standing out in the front of the store, was three-quarters full of water. The clerk asked if I would like to see the motor demonstrated. He gave the cord a pull to spin the motor as he would spin a top, and it started with a busy hum, the propeller kicking up the water in the barrel and causing several customers in the store to walk over and look at the unusual demonstration. The clerk asked us to think of how much fun it would be to speed over the cool, shady depths of a mountain lake. Then he throttled the motor down so that it would propel a boat so slowly "that a spoon hook would scarcely twirl, out there in the places where the fish bite best."

Always he talked as though we were on the shore of some lake instead of in the prosaic hardware store. He talked of weeds in the lake, emphasized the quietness of the motor in terms of a Victrola in the boat which could be heard while the motor was running, stressed its lightness and utility by suggesting that it could easily be carried by a girl in light summer sport clothes without soiling her finery, and appealed always to the imagination instead of harping on technical details. Then he lifted from a box a duplicate of the motor in the barrel and said: "If you'll come out here I'll show you something else about it." I followed him to the place Sommers's touring car was parked at the curb. He showed me some

clamps on the running-board with straps attached, and put the motor there in the place which had been especially built for it.

"Now, if you're interested in this motor," he said, "jump in and I'll run you out to the lake. I'll show you how it works on a rowboat or canoe."

I had never seen a manufacturer better represented at the point of sale. When I asked what had induced the salespeople there to take such an interest in one piece of merchandise out of the stock, and how they had thought of the barrel idea, instead of leaving the motor on the back shelf, I found that the manufacturer's salesman had suggested it. The clamps on the running-board of the automobile and the offer of a ride to the distant lake was the way one retailer had followed through on a constructive idea offered by a salesman.

THE RETAILER AS A SOURCE OF IDEAS

In some rare cases the manufacturer, his selling representative and the retailer work in this sort of harmony on applying a touch of inspiring imagination to a product which might otherwise stand still and loaf. Any good salesman can suggest a better way of displaying goods or a different way of selling them. But the retailers who will seize on the idea and then go a step further are not nearly so numerous as they should be for their own good. Yet it is often a retailer who discovers a method by which a manufacturer's product can be turned from a tired loafer on his shelves to a hustling quick turning item which helps pay his rent and builds unexpected sales for the maker.

The story has it that it was a Middle Western hardware dealer who, looking one day at his excess stock of thermometers as though he had never seen them before, evolved a new sales idea for them. They were slow sellers. In his own house he used one to keep the temperature even and check up on his furnace man. His

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It is important to feed the school child correctly

Backward in school or a leader—which?

Conquer Insomnia with this Health Habit

Borden's CHOCOLATE MALTED MILK

Enough nourishment for a whole luncheon

Four tablespoons of Borden's Chocolate Malted Milk. One glass of milk with this. One drink—400.

New

MALTED MILK

Flavored richly with CHOCOLATE

MILLIONS of people who have had to get their thousands of malnourished souls to soda fountains, can now have this health drink at home.

With Borden's Chocolate Flavor Malted Milk you can mix up an nourishing and delightful drink as you ever tasted, easily and quickly.

The new food drink comes in the package shown here. It is in the same handy powder form as the other food but with a rich chocolate flavor already added to it. All you have to do is to mix it with milk and serve.

This is exactly the same quality malted milk you get at the soda fountain. For the malted milk used by your soda fountain is Borden's.

THE BORDEN COMPANY
Borden Building New York

Borden's CHOCOLATE FLAVOR MALTED MILK



Providing the Market

PLAIN malted milk falls into the medicine class—for sick people. Chocolate malted milk is a soda fountain drink—for hurried business men.

But there is an almost universal potential market for the new health food-beverage—Borden's Chocolate flavor Malted Milk, ready prepared for home use with the chocolate flavor right in it. Sound health talk in non-technical language prepares the way for exploiting the unique qualities of this new product. In two short years it has grown to a place of importance in the public consciousness.

This is a case of advertising performing two interlocking functions—educating the public to a new idea as well as to a new product.

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO

neighbor had one outside the bedroom window to see what overcoat he ought to wear to business each morning.

The two uses gave him an idea. He packed two thermometers in a box, wrote a new window display card and used newspaper space to point out the need for two thermometers for each house if good health was desired, and where he couldn't sell one at a time he sold quantities by doubling the unit of sale and suggesting a better use. Thermometers are being sold for all sorts of new uses today, including that of being hitched to a cookstove to register oven heat, but a retailer helped himself and the manufacturer by thinking about a slow-moving product from the customer's angle and then telling his customers of it.

Somebody looked at a Klaxon horn on an automobile and said, "Why not also as a fire warning in factories?" and new sales were made by a new use.

The manufacturer who is afraid that his product is getting into the tired class and lying down on his dealer's shelves when it should be given the same sort of velocity the pancake maker in the restaurant window gives the brown wheat batter to make it turn over, might add a new idea. Ever since Elias Howe, back in 1846, decided to move the eye of a needle from the heel to the point and so started the enormous sewing machine business, out of which developed the still greater business of the manufacture of clothing, American inventive genius had believed greatly in adding a new idea to an old product. A real idea for the consumer's benefit built into a tired product has a habit of giving it renewed youth. A glass-maker watching glasses break at the edge adds a bulge near the top, calls his product the No-nik Glass and gives it new sales impetus.

Another manufacturer, who looks at his complaint file as a source of ideas instead of an evil, adds a third leg to the alarm clock to keep it from tipping over back-

ward on cold, dark mornings as a hand reaches from beneath the coverlet to shut off its signal, and another tired product gets new life. The great national advertisers realize the need of this change of appeal. The reader becomes familiar with the product, and thinks he knows all about it. Then the wise manufacturer adds a new thought.

The recent Campbell's soup advertisement, showing the early morning riders drinking hot soup from Thermos bottles is a case in point.

Sometimes a product gets left at the post because its makers refuse to recognize changed buying habits on the part of consumers. The decease of Day & Martin is fresh in the memory.

NEW TWISTS FOR OLD APPEALS

At such times it is possible to give a new twist to the sales appeal. The retailer who cleared a heavy stock of beer mugs from his shelves by a display and a sign calling attention to his "Special October Cider Mugs" adopted such a principle. At other times it pays to change the nature of the product. The Fred Butterfield Company broke an eighty-five-year advertising silence when the buying habits of its customers changed from cotton to silk, produced a new fabric, Lingette, and stimulated sales tremendously, instead of settling back in a rut with a tired product on their hands.

A mere man gave a new twist to cook books recently. With his wife away, he did a little cooking on his own account. Then he started to think of all the men who cooked in camp, on tours and as bachelors *pro tem*. He secured from several well-known men—politicians, authors, clergymen and captains of industry—their favorite recipes. The sort of clam chowder a famous writer liked above all else, and just how to make it; the favorite soup of a steel king. These and the like were in this new kind of cook book. It was made by a man for other men. But women seemed

(Continued on page 170)

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NEEDLECRAFT MAGAZINE
is *bought* by its subscribers, not *sold*
by its publishers.

And more than *one million* represen-
tative American women *buy* it—by
the *year*—at the *full price*—the *only*
way it can be bought.

What a story these few simple
facts tell!



Member A. B. C.

Paint Manufacturers and Dealers Asked to Save Their Own Surfaces

The Save the Surface Campaign Asks the Paint Trade to Practice What It Is Preaching in Its Advertising and Selling

"IF we practice what we preach by Saving the Surface of our own property—all of it—regularly—we will put a note of sincerity into our selling that will easily make 1923 our greatest paint and varnish year." This is the opening message of a folder recently mailed to the paint trade, and is the keynote of the current trade advertising of the Save the Surface Campaign.

The purpose of this folder is to impress on the minds of the trade the necessity of painting their own property and to show them the value that this dressing up will have in influencing the public mind. "The force of example is a powerful thing. If our property goes unpainted, how can we expect the people to paint theirs?" is a further illustration of the copy being used to impress the trade that it is a property owner as well as the public, with factories, stores, warehouses, trucks and automobiles and homes, that all this property should be painted, that it should be the best specimen of painting in the community.

Not only is outside painting advised but interior painting as well. It is also suggested that signs and advertising be painted on all blank walls.

Enclosed with this folder asking the trade to "take its own medicine" is a return postal which includes a pledge to paint personal and business property. To

date postals amounting to ten percent of the edition have been returned with pledges signed. Resolutions have also been passed on the "painting-up" idea at meetings of paint clubs in forty cities.



What impression does your business property make on the people who ride by?

DOES it advertise paint and varnish or does it advertise the weather? Paint and varnish plants, warehouses, garages, motor trucks, fences are all advertising mediums. Their total "circulation" is tremendous.

Your name or trade-mark on a factory that needs paint is not an advertisement. It is a mockery. When all your own business property is well painted—then hang out your sign and paint the Save the Surface slogan across it big.

Make "save the surface and you save all" mean what it says—on your property.

SAVE THE SURFACE CAMPAIGN, c/o The Bureau, Philadelphia, Pa.

Make 1923 the Greatest Paint and Varnish year

as the 2nd step toward doubling the Industry by 1926

ADVERTISING ADDRESSED TO MANUFACTURERS IN TECHNICAL PUBLICATIONS

Full-page advertisements of the campaign are appearing each month in trade journals, the appeal being based on the painting of property of the trade in order to set a good example—co-operating with the work of the Save the Surface Campaign and on redoubling efforts to sell harder. "Hard pulling without the other horse—hitch up!" is the caption of the March advertisement. The copy

Brooklyn is third in population and fourth in industry in the U. S.

In circulation, the Standard Union is first in Brooklyn.

Here, then, are the people, the money and the newspaper.

A. G. R. Thurman

states that the Save the Surface Campaign is the other horse. "Teamwork is what counts. Teamwork—nothing else—made 1922 the greatest paint and varnish year. Teamwork—nothing less—will make the grade in 1923."



Here is a Store That Advertises Paint and Varnish—Not the Weather

If you sell Paint and Varnish why advertise the Weather?

YOUR name or sign on a store that needs paint is not an advertisement. It is a mockery. Shabby, neglected property never advertises paint and varnish. It only advertises the weather.

Take your store front into active partnership. Also your own interior—your delivery car—your garage—all blank wall space—even your fascia. The total "circulation" of these fine advertising "mediums" is tremendous. Use them.

And make full use of your windows. Don't let them loaf. Trim them attractively and trim them often. Here is a good rule to go by: All of my window space part of the time, and part of my window space all of the time, for paint and varnish.

When all your own business property is well painted, then hang out your sign and paint the Save the Surface slogan across it BIG. Make "save the surface and you save all" mean what it says—on your property.

SAVE THE SURFACE CAMPAIGN
307 The Beacon Philadelphia, Pa.

Make 1923 the Greatest Paint and Varnish year

as the 2nd step toward doubling the Industry by 1926

COPY FROM A CAMPAIGN TO DEALERS IN TRADE PUBLICATIONS

A 32-page "plan book" was also mailed to the trade. Besides reproductions of the full-page national magazine advertisements of the Save the Surface Campaign it tells how manufacturers, retailers and master painters can do their part toward making 1923 the greatest paint and varnish year.

To manufacturers and jobbers it gives advice along these lines—cultivate a winning spirit, reach out after new markets and intensively cultivate old ones;—1923 calls for a keener analysis of markets than you have yet made; insist on "fine-tooth combing" of the territory in which you operate—

develop and train new salesmen out of your own organization. Don't hire men away from your competitors—determine what each territory must yield to make 1923 the biggest year and put it up to your salesmen to get it. Give careful

attention to all sales promotion material—make it "meaty" and present it in such form that the trade will be inspired to use it. Cut out advertising waste. The same copy rarely fits painter, dealer and consumer, address each in his own language. Set a healthy example in your community. Keep your own home, factory and automobile painted and varnished so they shine.

The master painters are exhorted to sell harder—to apply modern salesmanship to their business—to go out and get business—to sell harder by telephone—by automobile—by mail. "Your house needs painting" is better selling than "Got any painting to be done?"

The retail dealers are told to sell harder in their stores—to go out and solicit business—to sell harder by mail and telephone—to paint their own property—to co-operate with other dealers and with manufacturers' salesmen and master painters.

Has Brunswick Tire Account

The Brunswick-Balke-Collender Co., of Chicago, has appointed the Charles F. W. Nichols Company, Chicago advertising agency, to direct the advertising of Brunswick tires.

W. F. Patten, previously advertising and promotion manager of the Sinclair Oil Company, of Chicago, has joined the advertising department of the Milwaukee, Wis., *Sentinel*.

What does this Trademark mean?



It is the vision that has been constantly in the minds of those responsible for the publishing of The Youth's Companion for nearly a century.

It has been their inspiration to serve. For by promoting the best in family life the nation can best be served. Our national life is ever being determined by our family life.

Four generations have read and been influenced by The Youth's Companion. In many cases today members of at least three generations are reading the same Youth's Companion.

The Family Circle illustrates the purpose of The Youth's Companion.

The Youth's Companion

For All the Family

Boston, Massachusetts

New York Office:

1701 Flatiron Building

Chicago Office:

122 So. Michigan Blvd.

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Use of Word "Government" Forbidden in Advertising

Special Washington Correspondence

AN order has been issued by the Federal Trade Commission against Simon Adelson, trading under the name of the United States Refining Company, forbidding the use of the Government's name in advertising matter of that company. The company is engaged in the manufacture and sale of paints and related products.

The Commission charged that the company had issued advertising matter and used labels of a deceptive character, in that terms of "Old Government Paint, ground in pure linseed oil, greatest covering capacity, richest color, longest wearing," etc., when, as a matter of fact, the Commission found, after investigation, that "such paint has not been ground in pure linseed oil, and was not procured from the Government or manufactured for its use, or manufactured in accordance with any Government formula or specifications."

The order of the Commission further declared that the company used labels "which advertising matter and labels contained the statement 'Old Government White, ground finer and will cover more surface and is whiter than any pure white lead,' with the first three words and the last word in large, bold type, and the other words of such statement in small, inconspicuous type, so that a casual observer would be likely to see only the words 'Old Government White Lead,' and would be deceived thereby into believing that the product was white lead, whereas such commodity was not pure white lead. Such product has not been procured from the Government or manufactured for its use, and was not made in accordance with any Government formula or specifications."

These advertising practices, the Commission held, constitute unlawful trade practices in violation of law.

Paving Brick Makers to Have Educational Campaign

The National Paving Brick Manufacturers' Association, with a membership of forty-five manufacturing companies located in various parts of the country, has approved and will immediately start an association advertising campaign.

Trade and technical publications will be used in an educational effort aimed to increase the market for paving brick by pointing out to taxpayers, public officials, road-users and industrial plants the economies resulting from brick construction and also to feature parallel topics to contractors, architects and engineers. College engineering publications will be used in order to prepare a receptive market in the minds of future engineers and taxpayers.

Edward E. Duff, Jr., executive secretary of the association, with offices at Cleveland, is in charge of the campaign. The Powers-House Company advertising agency of the same city, has been appointed to handle the advertising.

"Popular Mechanics" Buys "Illustrated World"

The Popular Mechanics Company, Chicago, has purchased *Illustrated World*, Chicago, from R. T. Miller, Jr. Beginning with the June issue *Popular Mechanics* and *Illustrated World* will be consolidated, the names of both publications being retained.

R. C. R. Noren, Space Buyer, Larchar-Horton Agency

Raymond C. R. Noren has been appointed space buyer of the Larchar-Horton Company, Providence, R. I., advertising agency. He recently was with the Livermore & Knight Company and at one time had been with Danielson & Son, both of Providence.

National Campaign for Porcelain Ware Account

A national advertising campaign is being run in magazines by the Polar Ware Company, formerly known as the Porcelain Enameling Association. This advertising is under the direction of N. W. Ayer & Son.

Tobacco Account for Johnson, Read & Company

The Green River Tobacco Company, of Owensboro, Ky., Old Green River smoking tobacco, has placed its account with Johnson, Read & Company, Chicago advertising agency.

"Kover-Kwick" Overall Ac- count for Lord & Thomas

The advertising account of the United States Overall Company, Cincinnati, manufacturer of "Kover-Kwick" overalls is being handled by Lord & Thomas.

A big market goes begging!

At this moment an unusual opportunity exists for the manufacturers of:

Cigars

Paint and Varnish

Linoleum

Fountain Pens

Household Cleaners

Roofing

The market covered by the Buffalo TIMES—over 95,000 Evening and over 100,000 Sunday—is unusually responsive just at this time to live advertisers who want more business.

If you are interested in one of the above lines check up the evening paper field in Buffalo and the present situation will surprise you.

"Make No Little Plans"

WHAT are you thinking about this morning—your business, your home, your town, your nation?

Here is a paragraph quoted in Collier's this week, which is addressed to millions like yourself whose morning thoughts are really plans:

"Make no little plans; they have no magic to stir men's blood, and probably themselves will not be realized. Make big plans; aim high and hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with growing intensity."

Daniel Burnham wrote that about the planning of cities, but it goes for any activity in life. The people who do today's business and today's thinking are shaping the America we live in. Collier's purpose is to

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show how we may plan and work toward a better life, individually and for all.

This purpose, steadily adhered to, makes Collier's a unique force in the periodical field. It engages the warm interest of the forward-looking people who are today working and planning for better business and better living.

In more than a million homes live these Collier's readers. Their influence and keenness of mind make them the most responsive market an advertiser of good goods can reach.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.



Baltimore Welcomes Mr. Hearst

JUST a little more than a week ago, at a banquet given in his honor, Baltimore officially welcomed William Randolph Hearst, the new owner of The Baltimore News and The Baltimore American.

It was an occasion that will live long in the memory of official, business, social and professional Baltimore—for the retrospective glimpse it afforded, as well as for the future that it predicted for the city and these two papers.

But back of all these formalities of welcome and the establishment of business policy lies this cold, hard business question—"What will it mean to the advertiser in the Baltimore field?"—and a prominent speaker at the reception answered it this way, in speaking of Mr. Hearst:

"He is here, and he is here to stay, and the advertiser might as well come in. It won't be an expense to him. On the contrary it will be a profit to him, because Mr. Hearst will bring many thousands of people into the readership of newspapers—the kind of people that read the advertisements in the newspapers."

Can the National Advertiser find a better opportunity to develop this great Baltimore territory than in reaching this tremendous audience that READS ADVERTISEMENTS.

THE BALTIMORE NEWS

Evening. Daily And Sunday.

The Baltimore American

Morning. Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

I have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago



How the A. J. Reach Co. Applies Salesmanship to Advertising Service

"Department J" Gets Huge Response from Dealers—General Campaign Co-ordinated with That Directed to the Trade

By Wm. A. McGarry

AN advertising experiment which throws an entirely new light on the retail dealer and his willingness and ability to take advantage of selling helps furnished by the manufacturer has been launched by the A. J. Reach Company, of Philadelphia. It is probably new to general business only as a combination of advertising methods which are individually familiar enough. Dealer helps, in fact, have been in use by the Reach company for many years.

The experiment—if that title still applies after the system has demonstrated its usefulness—consists broadly in the establishment of an intensive and continuing policy of salesmanship applied to the company's free service and to its advertising. At the same time the program of advertising in national periodicals, which has been a consistent year-round feature of the business for many years, has been expanded to include a field previously abandoned, the field of youth, for reasons that will appear.

The company has been in business for sixty-five years as a maker of sporting goods, its most familiar product being the official American League baseball. It manufactures almost everything except gymnasium equipment, clothing and fishing paraphernalia. Its products are divided into two distinct lines, each of which includes thousands of different sizes, shapes and qualities and a broad range of articles and materials. The spring and summer line includes baseball, tennis and golf equipment, with the general exceptions noted, and the fall and winter line takes in football, basketball, handball and similar

sports. Salesmen are now taking orders for the fall lines and shipment of spring and summer goods for use this year is almost completed. The advertising and service, however, are now and for some months to come will be devoted almost exclusively to the summer and spring lines.

HAS WORKED THROUGH THE WHOLE-SALER

The Reach business has been conducted from its beginning on a wholesale basis, approximately 95 per cent of the total volume going through jobbers and wholesalers. At the same time the company has always kept more or less in touch not only with the individual retailers, but with individual consumers, and it has always been its basic policy to distribute various forms of dealer helps. Until six months ago, however, the latter feature was more or less a matter of routine. It included window display cards and cut-outs, electrotypes for newspaper advertising, counter cards and moving picture slides. Dealer folders frequently were designed for distribution, with slight changes, to individual consumers. The plan of turning over all this work to a service department was decided on early in 1922, after a year or more spent in attempting to analyze the results of the system. It was determined that before the analysis could be of much value it would be necessary to reorganize and vitalize all of that work.

Perhaps the situation in the Reach plant may be better described by some rather startling figures furnished by Charles H. Neff, advertising and service manager. Mr. Neff was general sales

manager for the Reach company for many years. Although he spent most of his time on the road, he assumed the general direction also of the dealer-help work and directed the direct-mail advertising to consumers in so far as he could find time. He is authority for the statement that when the lists of individual customers were found to be taking

under constant revision. That now includes something more than 60,000 names, including jobbers. About 55,000 are considered as active. The service department expects to be able to test that activity more accurately than ever before. Finally, the company sent out this spring approximately a half million catalogues, that number including the revised individual consumer list, the dealers and the jobbers. Those in the two latter classes got catalogues in bulk for redistribution only where specific requests were made. A few years ago the total distribution of catalogues for a single line that is, summer and spring or fall and winter—ran up to 1,500,000.

The periodical expansion decided on in connection with the new service department called for a continuing campaign in four boys' magazines. For some years the company had been depending on its mailing list and its dealers and their newspaper advertising to reach the boy. It advertised to dealers in trade papers and to the general consumer in periodicals devoted

to general and specific sports. After a lapse of some years the conviction is now established that the boy is worth while cultivating, not only in his own field as an immediate buyer, but far more as the buyer of the future.

Another development relating to the new and the old mediums of advertising which is of interest was the decision to have a "leader" of each line each year. That also has been customary, but the emphasis was often lost heretofore. A study of lines and years in which leaders were used has shown that stress placed in the

The World's Greatest Fielders' Glove!

Al Reach
MODEL-7750

Al Reach
MODEL-7750



DOZENS of Big League players could tell you what a wonderful glove this is. It's new! It is specially designed and specially oil treated. It needs no breaking in and knows no wearing out.

The Junior Model is exactly the same glove in a slightly smaller size. It grips the ball tighter and better than any glove you ever saw. It is just one of the many better things you find at the store that sells

Reach Athletic Goods

Ask any famous athlete about Reach equipment. He will tell you that it has always led in every field of sport. And that is why good stores everywhere sell it.

Write for Your Copy of This Catalogue
Shows the best of everything for Baseball, Tennis and Golf. We want you to have one free. Address Dept. 2.



A-J Reach Co.

Tulip and Palmer Sts.,
Philadelphia, Pa.
Branches in all cities.



The New American Driver with Formite stringing is guaranteed for an entire season. Used by the players everywhere.

AFTER THE JUVENILE MARKET WITH BIG LEAGUE COPY IN BOYS' MAGAZINES

up too much room, two years ago, the company had a mailing list in that field alone of 150,000 names. The list was revised and reduced more than one-third, mainly by the elimination of school and other institutional addresses. In so far as analysis was possible it was believed that while some of the names so eliminated no longer held good for the addresses, there was no real waste of material, since new generations of pupils and students were getting the literature.

Much more attention had been paid to the dealer list, which is

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advertising, both periodical and direct-mail, on a single article has invariably increased sales in the particular line, even down to the cheapest items such as those manufactured for children. For this spring and summer, therefore, there was developed the "Al Reach Model," which is advertised as "The World's Greatest Fielder's Glove." In much of the copy "The American Driver" tennis racquet is being used as a subordinate feature to the glove special. A point of interest in respect to both items is that each tops its line in price, the glove retailing

dealer was included a folded pink slip called the "Reach Advertising Requisition." The first page contained space for the signature of the dealer and the name and address of his jobber. The second page bore a list of displays, and the third page reproductions of seven of the baseball displays, with two more on the back page of tennis and golf.

"To prevent waste," says the legend at the top of the second page, "check only such cards and advertising material as you have space to display."

To date there has been a 50 per cent increase in demand for advertising material. Shipments for the first week went to 1,700 dealers. That result, it should be noted, is taken before the effects of the follow-up can be measured. When the requisition fails to be returned a circular letter is sent out, which may be worth reproducing:

Good Morning: Our latest catalogue, trade list and advertising requisition blank have been mailed to you.

The quick turnover and exceptional profit merits of the Reach line are certain to be of decided interest to you.

Extensive advertising in consumer publications will place Reach ads before the boys in your locality. Two million boys read Reach advertisements in the February issues of their favorite magazines. These same boys and thousands more will continue to read Reach advertising during the season.

When the playing season opens and these boys come to you for their equipment, it will be much easier to sell them Reach athletic goods which they know through advertising. You know how boys are, when they want a thing they want it, and usually get it too. It is up to you whether you supply them.

Advise if we shall refer to you the inquiries received from your locality.

The Reach line, known for over half a century as the standard of quality in the athletic goods world, tends to increase the prestige of any dealer as a distributor of high class merchandise.

Department J is a special branch of the Reach organization maintained to co-operate with dealers in advertising and selling our products. It is at your service.

When the requisitions returned include orders for newspaper electrotypes a dealer folder is sent out containing reproductions of ten newspaper advertisements, including single and double column copy and covering tennis, golf and base-

Fielders' Glove



Specialty designed to insure the most perfect playing position.

Already the greatest hit that the market has ever witnessed.

'Al Reach'
MODEL-\$7.50

AT LAST — THE PERFECT GLOVE: IT NEEDS NO BREAKING IN AND KNOWS, NO WEARING OUT

BUSINESS-PAPER COPY THAT DEMANDS ATTENTION FROM DEALERS

for \$7.50 and the racquet for \$15. Those are sums that might be considered beyond the reach of most boy customers, yet the glove and racquet specials are being featured in all the advertising in the boy magazines. The display carries illustrations of the products, with the picture of a boy, and the effort is made to get his interest through the appeal of the big leaguer or the champion.

A systematic plan has been evolved to tie up the dealer to the advertising. The first step was taken when the catalogues were sent out. In each one that went to a

ball. The cuts are distributed free. "You need not use the wording in them unless you wish," says the statement on the cover of the folder. "Mats and cuts sent will be of borders only. Your newspaper will set whatever wording you desire."

There is a series of special folders covering golf balls, the tennis racquet and the fielders' glove, most of them designed for distribution not only to dealers but also to individual customers, all orders or requests from whom are referred to the dealers except when mail shipment is specified. The glove folder is an oblong card with a glove protruding from the top in such manner that by a triangular fold it can be enclosed in the longitudinal folds. A small ticket is reproduced in the lower left-hand corner with the legend that the glove bears this tag and that "it is a guarantee of the highest glove perfection." There is no specific guarantee on that card, but all Reach products carry a small tag in the form of a key-stone, on which are printed general and specific guarantees. That applied to the glove covers defects in workmanship or material.

In that connection, however, the company finds it necessary to follow a wide range of practice in the making of guarantees. Such items as inflated goods, even in the cheaper qualities, require more or less specific guarantees. The tennis racquet leader marks an unusual development in that it is advertised and sold under a flat guarantee for an entire season against stretching or breaking of the new "Permatite" stringing.

Another set of folders was designed by the service department to take advantage of National Baseball Week, March 31 to April 7. The Chamber of Commerce of Athletic Goods Manufacturers offered prizes totaling \$1,550 for the best dressed retailers' windows during that week. One of the rules is that a diamond sticker showing that the window is an official baseball window must be displayed. The Reach company sent out 50,000 of these

stickers, bearing no advertising matter save the name of the Chamber. The sticker is made up with a bright red centre against a black marginal background. In the envelopes with the stickers the company included its own folder made up with the same color scheme. The first page shows a clerk back of his counter, and the words "Off the shelves." On opening it the legend is continued—"and through the window during national baseball week into"—and a turn to the back page leads to "Sales." This folder carries a detailed description of National Baseball Week, and the only advertising is of the Reach name.

In line with all this folder advertising the company handles a huge volume of personal mail. Every folder, no matter how explicit, is accompanied by a circular letter, and of course every dealer asking for the service of Department J gets a personal letter by way of reply. The response to the effort to vitalize the use of display advertising in the dealer stores has literally swamped the new department. The order for the displays was placed about the first of last July, and according to Mr. Neff marked a considerable increase over the usual output, based on expectations of an increased demand.

The advertising has elicited many letters from retailers whose names had not previously been on Reach lists, and the same is true of jobbers. Folders, catalogues and circular letters sent out to individual consumers are likewise potent in that respect.

Unquestionably the new system will show a marked increase in the amount of newspaper space bought and paid for by the dealers using electrotypes furnished by the company, but that also cannot be measured as yet. As indicated above, it has always been a fundamental feature of Reach advertising policy to encourage newspaper advertising by the individual dealer. It is expected that the increase there will be approximately the same as the increase in the use of store displays, or 50 per cent.

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Will your paints, cleaners, tools or other products be used in "Clean Up Week" in Philadelphia?

Philadelphia's annual "Clean Up Week" begins April 30.

It is the signal for starting improvements which continue for many weeks.

When the housewives of the 400,000 separate dwellings and the owners of stores, workshops and other buildings begin overhauling and repairing their properties, a big outlet for products of many kinds which fit into the Clean Up Drive will be opened up.

New furniture and rugs, electrical appliances and a host of other things are installed in thousands of homes and business places in the Spring and Summer.

If you make products that fit into "Clean Up" plans you can tell practically all the people about your goods through The Philadelphia Bulletin, for The Bulletin every day goes into nearly every home, office and workshop in Philadelphia, Camden and suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Net paid average circulation for March, 1923—517,332 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

Circulation Coverage R Greater Salppo

WHEN an advertiser asks a publisher: "Where does your circulation go?" the advertiser is entitled to an honest answer. Other things being equal, sales opportunity should be greatest in those areas of greatest wealth.

Distribution of The Oklahoma Farmer-Stockman in the area

| Average value per farm | O. F. S. Coverage | No. of Counties |
|---------------------------|----------------------|--------------------|
| Less than \$ 5,000 | 23.9% | 11 |
| \$5,000 to \$10,000 | 50.9% | 38 |
| \$10,000 to \$15,000 | 64.6% | 20 |
| More than \$15,000 | 66.3% | 8 |
| Totals for state | 50.8% | 77 |

Circulation analysis based upon A. B. C. statement, December 25, 1922 issue. Total net paid 140,261.

Please note that the percentage of circulation coverage increases in almost direct ratio to the average value per farm.

And again, the areas of high value contain the largest farms. It naturally follows that the individual purchases for a 640-acre farm are much greater than for the average unit, which in Oklahoma is 166.4 acres.

Most Circulation—Greage—

ra Rich Areas Assures Sopportunities

er: In 39 of Oklahoma's 77 counties the average
ad- size of all farms is 243.6 acres. In this area the
her OKLAHOMA FARMER-STOCKMAN has 62.9
be per cent coverage.

Stockman the areas of varying farm value in Oklahoma

| O. F. S. Coverage | No. of Counties | No. of Farms | O. F. S. Circulation |
|----------------------|--------------------|-----------------|-------------------------|
| 23.9% | 11 | 33,647 | 8,028 |
| 50.9% | 38 | 97,924 | 49,890 |
| 64.6% | 20 | 43,009 | 27,851 |
| 66.3% | 8 | 17,408 | 11,753 |
| 60.8% | 77 | 191,988 | 97,522 |

A request will bring you a detailed analysis of the Okla-
homa farm market and Oklahoma's Favorite Farm Paper

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Greage—Lowest Rate

*Over 35
Leading news-
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Mail-Order Grocery Chain Stores Advertised to Farmer

Wilson Company, of Peoria, Ill., in Radical Move to Make Catalogue
Selling More Resultful

By G. A. Nichols

RECENT articles in **PRINTERS' INK** have told about chain store experiments made or contemplated by retail mail-order houses in an effort to get exactly the right selling combination to apply to modern needs. Now that the independent retailer's position has been so greatly strengthened—a condition brought about largely by the educational force of chain store and mail-order competition—some mail-order houses have been pictured in the articles as wondering if there is not some way by which they could utilize or adapt retail store selling methods.

But that they are doing more than merely flirt with the chain store idea is shown by the experiences of the Wilson Grocery Company of Peoria, Ill. The thing has passed the experimental stage with Wilson and has become a definite policy. This company has a chain of twenty-one retail stores successfully operating in Illinois towns and is rapidly adding to the number. Definite plans have been laid for having at least one hundred by the end of this year, with 300 as the eventual minimum in that State.

In pursuing this policy the Wilson company has upset several theories and has done some startling things that will be a revelation to the chain stores, to say nothing of the wholesale grocers and mail-order houses. Nobody, for example, is going to take the responsibility of calling the chain stores slow. Yet they are conservative when it comes to going into small towns. Wilson, with a viewpoint the exact opposite of this, is extending its chain into towns of all sizes.

And then, carrying the small-town and country trade idea still further, the company has taken the

unprecedented step of advertising its chain stores in an institutional way in farm papers. In so doing it promotes the interests of its catalogue. The farmer has the catalogue or can get a copy for the asking. Its offerings are substantially a duplicate of the goods each individual store carries in stock, and the catalogue prices are the same as those charged by the store. The farmer can take his choice. He can mail in his order and have the goods shipped. Or, if he is conveniently near one of the Wilson stores, he can call for his goods in person. The price is the same in either case, the only difference being that when he orders the goods by mail he pays transportation charges in addition.

How is this for getting away from sacred precedent and lining up with modern selling requirements and opportunities?

MEETING CONDITIONS WITH NEW METHODS

A college sophomore probably would call the Wilson company an iconoclast and picture it as tearing through the world of business wielding a heavy hammer upon the heads of various long-standing traditions. Our wise young friend would not be so far off at that. For this company most certainly has not hesitated to do things in entirely new ways and to knock down any customs that might interfere with its free development. It has tried to make its selling methods grow with developing conditions rather than try to force the conditions to meet the methods.

The light—or what Wilson conceived to be the light—began to break in on it ten years or more ago when it was doing a straight-away wholesale grocery business. It could see no great amount of

development ahead as a jobber because its advancement depended on what the individual retail grocer could accomplish. This does not mean that the company was entirely without faith in the retailer.

It believed he was susceptible to training and assistance and that he could be helped along to a point where he would measure up to his opportunities in at least fairly effective fashion. But it concluded that he never would be large enough or strong enough to develop the maximum efficiency in purchasing, merchandising and accountancy. The logical thing, therefore, seemed to be to cut out the retailer and to distribute the goods directly to the consumer. This was done and the wholesale house became a retail mail-order establishment selling groceries through a catalogue. During the intervening years the company grew to be one of the largest mail-order distributors in the country.

Changing from a manufacturing or wholesale to a retail mail-order business is rather a risky proposition. It may come to grief not because of any inherent failing in the firm or the values it offers but on account of the predisposition of people to buy from a retail store if such action is in any way compatible with their best interests. Retailers have been in the habit of saying that people in general, and especially the farmer, would rather purchase by mail than otherwise. They never made a greater mistake in their lives and most of them now admit it.

The Harsh & Chapline Shoe Company of Milwaukee found this out not a great while after it had changed from a manufacturing to a mail-order business. This company, the story of whose espousal of mail order was told in the January 27, 1921 issue of *PRINTERS' INK*, got disgusted with the retailer because of the flood of cancellations that poured in upon it during the great "scare" period after the war. The company announced to its dealers that it would compete with them by mail for the retail trade. The experiment did not get very far

even though the shoes were sold under a branded name that had become widely known and popular. Probably Harsh & Chapline could have made a go of the mail-order venture had it been willing to stay with the proposition and to pay the price. *PRINTERS' INK* made this remark at the time in connection with its account of the shoe company's move. It takes more than prestige and popular good-will to put across a mail-order business. The accomplishments of a concern up to the time of the change count as practically nothing and may as well be written off in the beginning as such.

DESERTED THE WHOLESALE FIELD FOR MAIL-ORDER

The Wilson company found ample evidence of the truth of this principle when it flopped from wholesale to mail-order. It had capital. It had an effective buying organization. It knew the grocery business backward. But so far as actual selling was concerned it had to begin as an absolute newcomer in the field. The fact that it had been successful in selling the retailer meant nothing at all in its effort to sell the consumer by mail. The merchandising structure had to be built from the very beginning.

"We could easily see," says John S. Hammes, advertising and sales director of the company, "that the only way to bring about a state of distributing efficiency that would enable us to approach the consumer on a basis of price with the quality maintained to the limit was to handle goods in huge quantities and eliminate three profits which seemed to us to be unnecessary and which had to be paid by the consumer. When groceries were sold from the manufacturer to the broker, from the broker to the jobber and from the jobber to the retailer there of course had to be a profit to take care of the cost of the goods going through each unit and also to provide a fair return on the investment."

Announcement of the change from a wholesale business was withheld until a complete cata-

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logue, listing all the items in stock, was ready for mailing. Then a most vigorous farm-paper and direct-mail campaign was launched to get catalogue inquiries and build up a mailing list. Most of the advertising effort was expended upon the farm trade of Illinois, Indiana and Iowa. After more than five years of successful operation along this line the company began to wonder if it had not reached the limit of its growth as a mail-order house—a species of mental exercise that has been more or less common during the last two years.

And, strangely enough, at the height of its success as a retail mail-order house the Wilson company went back to the retail store which it had previously rejected as being incapable of further development. Only this time Wilson operated the stores instead of selling them goods as a wholesaler which previously was the case. It took up the chain store and coupled it with the catalogue. It demonstrated for one thing that

the mail-order people themselves may have some precedents to get away from. It also supplied abundant evidence that, after all, there is serious question as to the 100 per cent efficiency in any distributing system that does not in some way or other involve the retail store.

The first store of the chain was opened last year in Peoria, Wilson's home town. It was frankly an experiment undertaken not with the idea of displacing the catalogue but to ascertain if a practical working combination between the store and the catalogue could be effected. A complete stock was placed in the store comprising every item that appeared in the catalogue and priced at catalogue prices. It worked out so well that other stores quickly were established in Springfield, Galesburg, Danville, Decatur, Champaign and other Illinois towns.

Each store is openly a Wilson establishment in charge of a manager sent out by headquarters.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

There is no buying problem to speak of so far as the individual manager is concerned; his store being standardized and being a duplicate in actual goods of what the catalogue presents in a printed way. There is no question either as to price, all goods sold over the counter being quoted at the exact figures shown in the catalogue.

The farm-paper advertising forms the triple function of selling the farmer on the chain store, asking him to send for a catalogue and preparing the way for the possible opening of one of the stores in the town nearest him. On each advertisement there is a coupon which the farmer is asked to fill and mail. This calls for a free copy of the current catalogue and also information as to the location of the nearest Wilson branch store.

"If there is none in your neighborhood," says the advertisement, "then your commercial club, banker, mayor or prominent realtor should write the advantages of your home town to us. If it is too far for you to go to the nearest Wilson branch we will tell you how to get the same quality, the same savings on our guaranteed money-back, direct-by-mail selling plan."

THE POWERS OF A LOCAL MANAGER

The local branch manager is in charge of an independent store to all intents and purposes. He does local newspaper advertising, offers specials and goes after trade vigorously, using such advertising methods as may seem best adapted to his case. Every copy of the catalogue that is distributed in his territory is a standing advertisement for his store. He has no reason to work against the catalogue even if he felt so inclined. His customers naturally prefer buying direct from him because he has exactly the same merchandise and the same prices as the catalogue offers.

"We are thoroughly in accord with the idea," says Mr. Hammes, "that selling is the big thing before any merchandising organization. This is why we are working out the combination of cata-

logue and chain store. Each can give to the other the vitality it needs. But while the goods are secondary the benefit of handling them in huge volume is after all one of the big features of our idea. Because of the success of our stores we have been forced to realize the immense possibilities before us both as to offering greater savings to our customers and increasing the distribution of our products. One can readily realize the great volume of merchandise that must be purchased for a larger chain of stores than we now have, at greater saving than the average distributor could ever think of obtaining. It all means that a large chain store organization can purchase, in many cases, the entire output of a mill, cannery or factory.

"It is only a matter of simple business to realize that if a manufacturer can sell his entire output at one time to a single concern his selling cost is greatly lowered. He can eliminate traveling men, managers, credit managers and other factors. Then what is the result? He naturally can quote lower prices in his products. Through eliminating sales resistance he makes a saving that can be passed on to the chain and ultimately to the consumer.

"In addition the chain organization employs specialists who make a constant study of conditions and markets all over the country. They are familiar with the seasons, the advantageous times to buy and the best sources of supply. These men do not have to take anybody's word as is the case with the small retailer who contends with salesmen who are anxious to sell him goods. They buy in only one way at the lowest price consistent with quality and pass their knowledge along to the consumer. In a word, the problem which we expect to work out under the combined chain store and catalogue plan is one of cutting every possible penny from the laid down cost of merchandise in our stores, and then by intensive advertising and selling to add every possible penny to the gross volume. Each operation helps the other."

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DISTRIBUTION

and the part advertising plays

Here's the Hook Drug Company with fourteen large, modern retail outlets. They are interested in *turn-over*—not in furnishing warehouse or store space for slow-moving articles. Newspaper advertising certainly is the "*OPEN SESAME*" for distribution through the Hook chains. They know that it is good business for them always to stock merchandise for which adequate advertising has been scheduled on a non-cancellable basis in the Indianapolis News. On the other hand, the Hook Drug Company, and other Indianapolis retailers, are unwilling to do the gambling for the manufacturer. The manufacturer must guarantee—with News advertising—that he will produce the demand before the retailer stocks. The retailer should not stock, nor will he, when the salesman's advertising promise is contingent upon the sale in the market of a certain quota that has been established in advance by the manufacturer.

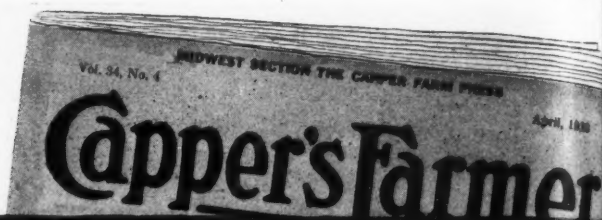
The Hook Drug Company knows the power of News advertising. They probably use more space in this paper than any other retail drug concern uses in any one paper in the world.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
The Tower Bldg.



Covers This



*Reaches More Prosperous Buyers
Gives More Adequate Coverage
Has Tremendous Reader Influence
Carries More Advertising Lineage
Than Ever Before*

Circulation 1,553,696

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

*Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze*

is Wealthy Market

In these thirteen middle states where Capper's Farmer has concentrated 532,542 of its 707,878 total net paid circulation, are

- 52.0% of all farm-owned cars
- 61.9% of all tractors
- 52.3% of the value of farm machinery
- 58.3% of the value of all farm property
- 52.7% of the value of livestock
- 62.1% of the value of land

There is a ready market for you here—and Capper's Farmer is the adequate way to reach it. For more specific information about Capper's Farmer—the Midwest section of The Capper Farm Press—write us.

Line Rate \$8.50

M M Rate \$5.24

FARM PRESS

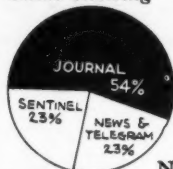
Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

FIRST—as Usual

The first three months of 1923—and as usual The Journal proves itself the biggest and lowest cost salesman for all who advertise in the Milwaukee-Wisconsin market. These figures tell the story—where advertising pays it grows and stays—every month The Journal gains as the dominant advertising medium in the Milwaukee-Wisconsin newspaper field.

Chart Showing — Total advertising for the First Three Months of 1923



| | |
|-------------------------|-----------------|
| Journal | 4,108,759 lines |
| Sentinel | 1,753,739 lines |
| News-Telegram | 1,680,781 lines |

The Journal printed nearly 55% of the total, or 674,239 lines more than the other two papers combined.

NATIONAL ADVERTISING

| | |
|-------------------------|---------------|
| Journal | 731,242 lines |
| Sentinel | 446,833 lines |
| News-Telegram | 314,866 lines |

The Journal printed approximately 50% of the total or nearly as much as the other two papers combined.

LOCAL DISPLAY ADVERTISING

| | |
|-------------------------|-----------------|
| Journal | 2,630,108 lines |
| Sentinel | 1,110,197 lines |
| News-Telegram | 1,212,572 lines |

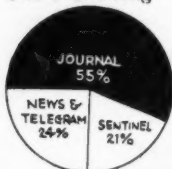
The Journal printed more than 53% of the total, or 307,339 lines more than the other two papers combined.

CLASSIFIED ADVERTISING

| | |
|-------------------------|---------------|
| Journal | 747,409 lines |
| Sentinel | 196,709 lines |
| News-Telegram | 153,343 lines |

The Journal printed nearly 70% more of the total, or 397,357 lines more than the other two papers combined.

Chart Showing — Total Advertising for March, 1923



| | |
|-------------------------|-----------------|
| Journal | 1,601,518 lines |
| Sentinel | 595,393 lines |
| News-Telegram | 632,386 lines |

The Journal printed nearly 55% of the total, or 373,739 lines more than the other two papers combined.

The Milwaukee
JOURNAL
FIRST—by Merit

Smoothing Out the Salesman's Temperamental Kinks

Face-to-Face Treatment, and Not through the General Sales Conference, Is the Road to Results

By Charles Austin Bates

"WELL," said the president, "thank God that's over. Maybe it is a good thing to be told all of our shortcomings, but I'd rather hear it piecemeal." Then raising his tone of voice, he continued:

"Whenever we have a bunch of salesmen here for a few days I am convinced that the old machine is loose in every joint and all that holds it together is a wizardry of super-salesmanship. What with high prices and poor product, slow shipments and poor packing—with the credit department crabbing good accounts simply because all the prospect's property is in his wife's name and the collection department killing business by asking payment of long past due accounts, it's a miracle of luck that the red flag of failure isn't floating at the masthead. Suppose there's anything in that story of Alibi Ike's that the Blitz-Blatz people are giving six-month datings and billing at our unit cost?"

The sales conference was over. The president, treasurer, sales manager and factory manager breathed long sighs of relief and reached for four baskets of "abeyance" correspondence and memoranda.

Selling the house to its salesmen, in a session lasting from two days to a week, is an exacting and nerve-wearing operation. Everybody comes up bright and smiling. There is the customary preliminary hand shaking. Then the gong sounds and the sparring begins. Every salesman who has made good has determined to get the Old Man in a corner sometime during the conference and extract from him a better deal for next year. Everyone who hasn't made good, or is on the border line, has a flock of alibis in one hand and half a brick in the other.

If you don't believe there is romance in business call a sales conference and hear from your salesmen what your competitors are doing.

If you want to discover inefficiency in the factory, the office, the advertising department, don't employ efficiency engineers—just call a sales conference. Every one of the boys comes in with a pocket full of notes—and each is a note of discord.

HOW IMAGINED GRIEVANCES GET COLORFUL DRESSING

Any time there is a lull in the proceedings you will see the men running together like drops of quicksilver on a plate, and each coagulation is a grievance committee. Each of the three or four alibi architects in each globule gains from the others what Pooh Bah called "Corroborative detail to add artistic verisimilitude to an otherwise bald and unconvincing narrative."

By the time they say it out loud and very fast for twenty times, you can feel the subconscious mind hovering over the meeting, with dynamite in each hand and a Malay creese in its teeth.

One error in the office, or the shipping room, is a mistake. Four errors prove a settled policy of the house—a determined conspiracy to crab the salesman's work. The salesman knows it isn't so, but he also knows that aggression is the best defense and if he can carry the war into someone else's territory, he keeps his own trenches untroubled.

If he has fallen down, he knows sixteen reasons why, and probably none of the sixteen is the real one. It is a singularly strong man who doesn't get rattled when business is persistently poor. We all are prone to propound alibis. Most of

us are so intent on immediate results that we do not stop to study and analyze the situation.

A salesman has a hard job. To succeed, even moderately, he must needs have a strong body and an alert mind. He is temperamental and enthusiastic and therefore comparatively excitable and subject to spells of depression. Like every other man, his power of resistance to adverse conditions has its limit. And when the breaking point is reached, he blames and exaggerates the conditions instead of seeking the cause and the remedy, in himself—"even as you and I."

His troubles take form and formidability according to his peculiarly personal characteristics, and at this point he needs individual treatment.

A general sales conference will not help him any more than a series of canned, whoop-la, ginger-up letters. Depending on breed and training, he wants some appreciative friend to hear him cuss out the house and all its works, or some sympathetic bosom on which to sob his wrongs and woes. He may need a pat on the back, or a swift kick. That is the answer to "Why Is a Sales Manager?"

There is a theory that a sales manager must be one who "can go out and do it himself"—who can go into the field and show the boys how to close the hard ones. This last is a dangerous proposition filled with possibilities of disastrous backfires. To only a very limited degree can one salesman show another how to do it. Making a sale is like painting a picture. Certain fundamental knowledge is essential to do either, but the technique in each case is individual.

The quarter-miler cannot show somebody else how to run a marathon, but the underlying principle is the same in winning either event. The same coach and trainer can help to fit each man for his particular kind of race. If you try to drive a three minute horse in two thirty he will break. You can't make a bull-dog out of a setter pup. But the three minute

horse and the setter pup are useful animals, each in his class.

If you could buy salesmen as you do golf balls, knowing each to be like every other in the box, you would order a dozen, or a gross, according to how much you hook or slice into the tall timber, and the job of sales manager would become a clerkship.

THE OPEN-DOOR POLICY

A successful sales manager of my acquaintance never calls a conference. Each salesman comes in on his own initiative, when he feels the need, or is called in casually when the manager senses his need. Never more than two or three are in at once. Failing this, an assistant optimist is told: "You better go down into Pennsylvania for a day or two and see what's wrong with Blivens. See if he's bilious, or if his wife's sick. Tell him he's a nice boy and we like him, but for the love of Mike to buck up."

He works on the theory that every man wants to make good—that every one is really doing the best he can, but that some are weaker than others and that his job is to strengthen the weak spots. Once in a while something that looks and makes a noise like a salesman turns out to be a rotter and a chronic bellyacher, but it doesn't take long to smoke him out. Most of the boys want to make good more than you want them to. But they need help. If they didn't, they would have your job.

And sales conferences don't help much. Everybody knows what they are for. The idea is to jazz up the organization—to lower the percentage of selling cost—to get more out of each territory. That's what they are for. They are too general to consider the individual needs of one man—and every sales organization, however big, is merely an aggregation of individual units, each different—each lacking something different to round it out into useful efficiency.

Every man is a more or less grown up little boy. And every one has his moments when the

H O S I E R Y



IN 1922, as in the seven preceding years, Vogue carried far more advertising of women's hosiery than any other magazine.

One by one, the leaders in the hosiery field have come into the pages of Vogue, and have met with a success that makes them continue to run a generous schedule year after year.

| | has advertised since | | | |
|------------|----------------------|----|---|------|
| Onyx | | | | 1900 |
| McCallum | " | " | " | 1908 |
| Phoenix | " | " | " | 1910 |
| Van Raalte | " | " | " | 1913 |
| Luxite | " | " | " | 1916 |
| Mohawk | " | " | " | 1919 |
| Holyoke | " | " | " | 1922 |
| Corticelli | " | " | " | 1922 |
| Gordon | " | " | " | 1922 |
| Windsor | new | in | " | 1923 |
| Quaker | " | " | " | 1923 |
| Allen "A" | " | " | " | 1923 |
| Davenport | " | " | " | 1923 |

And all of them are now running on schedule in Vogue.

V O G U E
One of the **CONDÉ NAST GROUP**

world is all wrong and nobody loves him. Every one of us, now and then, wants something more to lean on than his own self-reliance and the power of will that is taught by correspondence schools.

In my opinion, therefore, the driving sales manager is likely to lack something. He may be able to do it himself—though in my experience few star salesmen make good managers.

The ideal sales manager is a philosopher, a 100 per cent optimist, and in practical psychology he could give Prof. James a stroke a hole and beat him eight up and seven to go.

Psychology works better on a face-to-face, man-to-man basis than it does in a mass meeting.

R. A. Brown Joins Standard Corporation

Russell A. Brown, for the last two years advertising manager of Lord & Taylor, New York department store, has resigned to become vice-president in charge of the New York office of the Standard Corporation, Chicago, publisher of the *Retail Review*, a weekly digest of current retail advertising. Mr. Brown was at one time advertising manager of Marshall Field & Company, retail, Chicago, and after that service director of the Federal Advertising Agency, New York.

"The Bee's Knees" an Advertised Candy

A newspaper advertising campaign is being run in a number of metropolitan centres by the Halligan Candy Company, Davenport, Ia., to introduce a new chocolate confection which it is selling under the name of "The Bee's Knees." This account is being handled by the Mace Advertising Agency, Peoria, Ill.

W. Barry Murphy Dead

W. Barry Murphy, publisher and editor of the *Orleans County Magazine*, a monthly devoted to local news and fruit growing, published at Medina, N. Y., died at that city on April 11. Mr. Murphy also was editor of the *New York State Fruit Grower*, monthly, likewise published at Medina.

Buffalo Agency Has Tool Account

The advertising of the Keystone Manufacturing Company, Buffalo manufacturer of wrenches and tools will be handled by the Mathews Company, advertising agency of that city.

Sphinx Club Elects William T. Mullally

At a business meeting, which preceded the annual ladies' night dinner of the Sphinx Club at New York last week, William T. Mullally, president of Wm. T. Mullally, Inc., was elected president to succeed Corbett McCarthy. Mr. McCarthy, who is general manager of Hahne & Company, Newark, was elected a vice-president.

The other officers elected at this meeting are: Vice-presidents, R. F. R. Huntsman, president of the Brooklyn Standard Union, John H. Hawley, president, Hawley Advertising Company, Inc., W. W. Hallock, Eastern advertising manager, Western Newspaper Union, Dan A. Carroll, publishers' representative, and S. E. Leith, Eastern manager, Associated Farm Papers; Secretary, Roger J. O'Donnell, manager of general advertising, Brooklyn Standard Union, and treasurer, F. St. John Richards, Eastern manager of the St. Louis *Globe-Democrat*.

The members of the executive committee are: Preston P. Lynn, general manager of John Wanamaker, New York; George Ethridge, president, the Ethridge Company; Stanley R. Latschaw, advertising director, Butterick Publishing Company; W. R. Hotchkin, director of publicity, Abraham & Straus, Inc.; Thomas A. Barrett, secretary-treasurer, Geo. R. Gibson Company; H. H. Good, president, Carter Medicine Company, and Joseph P. Day, president of Joseph P. Day, Inc.

Will Advertise California Colonization Project

The Santa Fe Land Improvement Company, Del Mar, Cal., a subsidiary of the Santa Fe Railway, plans a campaign to advertise a 9,000 acres colonization project at Del Mar. This campaign will be directed by H. Charles Sieck, Los Angeles advertising agency.

New York "Evening Post" Adds to Staff

Alfred E. Evans, formerly with the New York *Tribune*, and more recently with the New York *Evening Telegram*, is now with the New York *Evening Post*. Mr. Evans will have charge of graphic advertising.

New Account for Oklahoma City Agency

The Western Bank Supply Company, Oklahoma City, Okla., manufacturing stationers, has placed its account with Leno Osborne, advertising, of that city.

Joins Staff of Irvin F. Paschall

Ruth E. Balluff, formerly with the copy department of Lord & Thomas at Chicago, is now with the research and copy staff of Irvin F. Paschall, Inc., also of Chicago.

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WHERE fashion is an art! And the great-
est fashion artists of France—Drian,
Erté, Soulié—reproduce this art for Harper's
Bazar. Also the best-known photographer any-
where—Baron de Meyer. No wonder the
fashionable woman is willing to pay more for
Harper's Bazar than for any other magazine
of its kind.

Harper's Bazar

2 SHILLINGS
IN ENGLAND

50c

6 FRANCS
IN FRANCE

FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged more than 100,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

**Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

DAR N

What factors determine a farmer's buying power?

RE his crops diversified and rotating? How does he market them? The answers to these questions indicate a farmer's buying power. As applied to the farmer of New York State, the answers to these questions are particularly satisfactory.

Nine co-operative marketing associations are now in existence in this territory. Their products are advertised—their crops rotate. The members of these organizations control their own business. They receive checks at regular intervals. Milk business eases the overhead—a diversity of crops assures a steady income throughout the year.

One organization alone spends a million dollars a year advertising the products of its farmer members.

These business farmers and their families represent a buying power that remains constant year after year. They are interested prospects for almost all the needs and luxuries of modern living.

The Dairymen's League News — farmer-owned, farmer-controlled — is read by members of all nine co-operative organizations. The News supports the co-operative marketing movement — in which its readers are directly and financially interested.

The News has proved its case for many advertisers, as a profitable medium for reaching the business farmers of New York State.

Your request to us will bring a representative to tell you the whole amazing story of the co-operative marketing movement. It is worth hearing.

Dairymen's League News, Utica, N. Y.

YORK: 119 West 42d St.—Phone Bryant 3463

CHICAGO: 608 Otis Building—Phone Franklin 1429

DAIRYMEN'S

league

NEWS

Lexington, Ky. Trade Territory

Number 1 of a series of advertisements by The Lexington, Ky. Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and The Leader's relation to them. Reprints supplied upon request

The following is a simple outline of the exact trading territory served by Lexington, Kentucky—"the heart of the Blue Grass Region"—well known to be one of the most fertile sections of America.

The City

Population, 1920 Census, 41,534. Largest city in central Kentucky.

Suburbs

The Suburban territory, as designed by the A. B. C. in cooperation with both Lexington newspapers, is based upon an average trading radius of 30 miles. It exactly includes Fayette, Scott, Bourbon, Clark, Madison, Jessamine and Woodford Counties.

This is the cream of the Blue Grass. The territory was determined largely by transportation facilities and the character of population.

Country

While the Country territory on the north and west is splendid, most retail buying outside of neighborhood stores, normally gravitates to Cincinnati 90 miles north, and Louisville 85 miles west. On the east this territory is limited by Ashland, Ky., and Huntington, W. Va., and on the south by Knoxville, Tenn. and one or two small Kentucky towns. That country is mountainous and less populated.

The exact counties which normally come within the Lexington country territory (not including the aforementioned suburban counties) are: Boyle, Mercer, Anderson, Franklin, Harrison, Nicholas, Bath, Montgomery, Garrard, Lincoln.

THE LEXINGTON LEADER

Circulation Largest where Business is Greatest

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York Chicago Kansas City Atlanta San Francisco

Full Sway for the Trade-Mark as an Illustration

Pictorial Stage-setting for Trade-Marks That Gives Them Dominating Display

By W. Livingston Larned

THERE is growing evidence to substantiate the belief that advertiser's are looking upon their trade-mark symbols with more consideration than in the past. When a trade-mark takes the form of a figure or some decorative or illustrative effect, much ado is made over it. Advertising features such devices, often as the main theme. But where the trade-mark is a simple design, a monogram or presentation of a name, in decorative dress, there is far less attention paid to its exploitation.

Such name plates or trade-mark embellishments may date back to the primitive days of advertising and are apt to be commonplace both as to subject matter and treatment. They are none the less priceless, however, as the "calling card" of the company. They identify the product. They are the seal of the manufacturer.

The homeliest trade-mark design may stand between the advertiser and substitution, once the symbol becomes a fixture in the public mind.

And placing it there is a problem which can never be looked upon as completed. Each successive generation of consumers must learn its true significance. One manufacturer tells us that he has found it necessary to advertise his company name plate or trade-mark insignia once every seven years. For a year, at such periods, everything else is subordinated to a smashing display of this one feature. The advertising campaign concentrates on a single objective. "We proceed as if people had never heard of the trade-mark before," states this official, "as if it were new. We study out ways and means of making it conspicuous in all of our copy. We handle it as the

main theme of our advertising."

Indeed, it has been discovered that trade-marks and their derivations may be valuable in direct proportion to the amount of advertising expended in their behalf. Their mere presence on products does not seem to suffice. The public must be instructed as to their true significance.

The meaning of the symbol and its trade significance is the mission of the special campaign.

"Know me by this mark," says the product.

THE SPARKLE OF INDIVIDUALITY IS NOT COMMON

Unfortunately, the very large majority of these marks of origin possess no great amount of individuality. They are not easy to remember. The mind holds no vividly important photograph of them, because they are inanimate, sometimes painfully commonplace and conventional.

There are thousands of cases, where a word or letters enclosed in a circle, constitute the trade-mark. The public can't be expected to remember all of them. But when the advertiser builds a special campaign around any one of these insignia then something can be done in the matter. The consumer can be made to select one out of many, and fix it in his memory as a significant, a valuable mark of identification.

Thus, to feature the trade-mark symbol, where it is commonplace and to surround it with "atmosphere" is a periodically necessary idea. Such symbols are in constant need of having their fires rebanked, revitalized.

The sales manager of a certain manufacturing company was impressed by the fact that despite every advertising and selling effort, business was decreasing. The firm

was an old one manufacturing an exceptionally fine product. Pride was hurt.

During the investigation which soon followed, a report was made concerning the company's trademark, which we will do well to reproduce, in part, at this juncture. It read:

"It is unquestionably true that the commercial value of our trade-

various other products, there are just thirty-two devices constructed along similar lines. Think of that!

"Our investigators discovered that our shield symbol is very often infringed upon and that the entire matter of range trademarks is in a troubled, serious condition. Women are very prone to ignore the necessity of being sure when it comes to the importance and the safeguarding influences of such devices.

"They will not, for example, it has been proved time and time again, stop to decipher somewhat similar designs. One glance seems to satisfy them, and it is in this way that our competitors often get the best of us. It is suggested that a very necessary step in our advertising will be the exploitation of this trade-marked symbol of ours. We can't change it, we can't tamper with it in any way, but we can put the full power of our next advertising appropriation behind it and bring it to the fore. This should be done with the least possible delay."

The report contained, of course, other vital points, but it was admitted that the trade-mark puzzle was of great importance.

As soon as the advertising policy could be swung around, every ounce of weight was put behind the suggestion.

The following recommendations were made and definitely agreed upon:

Where the symbol appeared on the black range, and had previously been in metal black, embossed, the embossed parts were put in the most brilliant and pleasing shade of red. This, of course, immediately brought it out in complete details: made it



YOU step into your favorite luxury shoe is brought to you—this, answer, to all appearance of effort and duty first. But will it last? Will it keep its shape and style? Will it permit you to walk gracefully and in comfort, without painful "breaking in"? And above all, will it give service?

A shoe that any girl by which one may like these things about a shoe, even her life wearing it!

"To the operator in footwear there are, of course, many signs, but because few women have opportunity to acquire this experience, this plan was many years ago conceived by the makers of Red Cross shoes."

"On each shoe," said they, "we will place a mark—a cross within a circle—such which shall be a pledge of quality to every purchaser."

This pledge is unswerving, free, of circumstance in style—of a shoe in this mode favored by fashion.

And lack of this style are many other things, for we have style a shoe must fit—slightly, smoothly, daintily. It must fit the foot, as the lamp, across the ball of the foot, at the toe.

Red Cross Shoes do this because each shoe is designed to fit the foot in action. These shoes are designed not from a few feet but from many hundreds.

For this reason, many women say they never have to break in Red Cross shoes, but can walk out of the store, gracefully, and in complete comfort.

And in all this the point that helped toward the creation of a perfect shoe—where the ordinary shoe is worn with comfort.

The Knox Footwear Co. Red Cross Shoes

drawn, 1/8 inches to the inch, Red Cross Shoes are worn with silk, a 1/2 inch to the inch. They never pull out. Variable re-

Information is used as all points where ordinary shoes give way. They keep their shape permanently.

In other details, too, this pledge appears. There are, for instance, three grades of leather used for soles, all of which last alike where the shoe is finished. Red Cross shoes are cut from selected leather and specially treated to give much better wear than the ordinary kind.

There are reasons why it will pay you when selecting shoes to look for the cross in the circle and the name "Red Cross shoes."

It is assurance to you of all that is accurate, most modish, and most serviceable in feminine footwear.

See the new styles now on display. You will find them in one leading store in each community.

If by chance you should not be acquainted with the Red Cross shoe dealer in your city, write and we will forward the address immediately. The Knox Footwear Company, 1022 Broadway Street, Cincinnati, Ohio.

THE EYE CANNOT ESCAPE THE TRADE-MARK DELIBERATELY MADE THE THEME OF AN ADVERTISEMENT

mark insignia has been allowed gradually to die out, to the point where it is now almost obsolete, in the minds, not only of the public, but of dealers.

"For one thing, this symbol, emblazoned on a shield, has been grossly imitated since we first went in business. It was never strong in qualities which should have been distinctive. It is no more than an outline shield device, upon which a single set of embossed initials are placed.

"Five range devices, very similar to this one, are now in use. In the hardware business, on

Boosts



Genuine Service Is Appreciated

"I wish to give you my hearty thanks for the way I have been treated by your Motoring Service Department.

I shall always boost the Cosmopolitan magazine, especially the Motoring Department, to my friends, for no magazine in America could be more courteous or helpful."

"Cosmopolitan's Motoring booklets surely contain some valuable information. As a new owner and with the up-keep up to me, I know I will be able to save many a small or even large repair bill thru the timely suggestions given. Thanking you for this service."

Quality—35c per copy; **Quantity**—More than 1,100,000—and growing; **Entertainment**—Best writers and artists; **Service**—Automobile, Educational, Drug store and Travel.

Covers the Motor Market 35 Cents

Cosmopolitan

America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BAERNETT
Western Sales Manager

doubly important and conspicuous.

Above were worked in the dates—the year the firm started in business and the current numerals.

Below, beneath the shield, the name of the company was placed, this in order to clarify the mere monogrammed initials and to begin to combat what seemed nothing less than trade-mark in-

sent out in ten thousand lots, to store proprietors and store clerks and addressed exclusively to this class. They had explained to them that this insignia was a real badge of honor. The company had been making ranges for a great many years. The aggregate sales of ranges, over this period, represented so many dollars.

(These figures were most impressive.)

And the store proprietor was told in guarded language, that the range in question had brought hundreds of thousands of dollars of profit to hardware and house-furnishing establishments through several generations. It had always been a fine, dependable product, honestly sold and manufactured, and most assuredly deserved the continued support, the loyal support, of every retailer in the country.

These facts were interwoven with the trade-mark, it being pictorially represented as standing for and symbolizing the traditions of the manufacturer.

And, finally, the advertising appropriation in magazines was turned to a further exploiting of the trade-mark. It was shown in larger sizes, we believe, than any trade-mark has ever been attempted in national advertising. Its complete story was told from many different angles and in many different ways.

Sometimes it was drawn in pen and ink, again it was photographed as it appeared on the ranges, and often the most ingenious original wash drawings were presented. All of this was for variety.

These were followed by two-color pages, with the shield



Style plus quality!
guaranteed!

Style is designing and coloring. Young men want to wear style with a costume that is sometimes remarkable.

Styleplus Clothes are designed by leaders in the designing profession. Young men are kept in mind especially, but the designers do not forget the conservative man who is to be relied on.

Quality—Styleplus fabrics are selected, carefully selected, reliable patterns, from the best mills in the country, and the workmanship as well as the fitting and stitching are excellent.

Consistency—We think as highly of our style and quality that we guarantee every product in the store.

Value for money—Styleplus offers a value that is truly exceptional, even for the famous name of clothes, carefully known, naturally sold, guaranteed wherever you buy them.

Styleplus Clothes are the famous name line of America at popular prices. Look for the Styleplus Clothes in your city or town.

Henry Henshaw & Co., Inc., Baltimore, Md.



See him

USING THE TRADE-MARK AS THE INTRODUCTION
TO A SALES TALK

fringements, although within the law by a narrow margin.

A window card was prepared, twelve inches square, which reproduced the insignia, on a black background and in the same vermilion letters. Space was devoted to a very brief story concerning it and how it happened to originate, together with the number of years in business. A smaller reproduction of this card was fastened, with wire, to every range sent from the factory and at a place where it was certain to be seen.

Next, a four-page folder was



The Frame House

As an object lesson for prospective home builders, three houses are being built in Minneapolis by The Journal. One house is of wood, one of stucco, and one of brick, each to cost from \$4000 to \$4500. This program well illustrates the progressive point of view of

The Journal

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

THE
BALTIMORE
SUN

in March

carried

2,795,295

**lines of paid
advertising...**

a gain of

392,221

lines over
March, 1922

[illegible]

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THE
MORNING

FIR. MURKIN
FIRS
FIRS JOHN B. WOODWARD
FIRS Times Bldg. New York
FIRS

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**A Gain Over
March, 1922, of---
Daily, 3,652
Sunday, 4,299**



EVENING

SUN
SUNDAY

GUY S OSBORN T
Tribune Bldg Chicago
331 FIRST

**Everything
in
Baltimore
revolves
around
The Sun**

FIRST • FIRST

and lettering in the bright red. Results justified the strategic work.

There was an awakening of interest in the trade-mark, slow at first, but gaining force with every week that passed. Dealers were not less interested than the purchaser of ranges. A very famous mark has come back to its own.

But these objectives are not achieved by mere half-hearted featuring of trade-marks. The advertising space must give itself up wholly and frankly to this one idea.

There are many current illustrations of this.

And the picture feature is no scene, no human interest display; it is the trade-mark, however homely, however commonplace!

The Martin-Parry Corporation is doing it in this vein, when its symbol is shown full width of the page, while the text discusses the significance of that mark to the buying public.

The Buick Motor Company does it when it combines a picture of the car with the symbol. But the symbol, in semi-transparent technique, is placed over the illustration of the machine and transcends it in importance.

The Red Cross Shoe has accomplished it in perhaps the most thorough manner in page space. First comes a replica of the symbol, easily six inches wide. At its base, great crowds of women are shown paying it the tribute of recognition.

The entire text has to do with the meaning of the trade-mark on the shoe. But, since it is not at once visible to the purchaser, as might be the case with so many products and articles, the consumer is asked to look for it! And there's the rub. Manufacturers whose trade-marks are hidden must seek some means of keeping them ever before the public in other ways.

With all of the possible pictorial subjects at its command, the makers of Styleplus Clothes periodically revert to a policy of making the stitched-in, partly con-

cealed label, the dominant feature of its advertising. It is no more than a name, in commonplace style, on a piece of silk, but proudly and with every artifice of display, it tops the advertising. The consumer must "look for this label." It means much to him if he will.

When clever illustrations have gone their way and "human interest" is played to its limit, the compelling display of the trade-mark will remain an unailing "good idea" for the advertiser.

It may not be pictorially enticing, it may be homely, from the artist's point of view, but it is "good business."

And be it always remembered that trade-marks must be reintroduced every so often to each new generation and to generations in-between that have a way of "forgetting."

William Green, Inc. Appointments

Douglas H. Cooke, director of the editorial and plan department of William Green, Inc., New York, producer of direct advertising, has made the following appointments: William Edgar Fisher, art director; William Morris Houghton, copy director, Arthur E. Cherouny, sales manager, and Albert L. Adams, assistant director.

Mr. Fisher previously had been with the American Lithographic Company for more than twelve years. Mr. Houghton was for eight years with the editorial staff of the New York Tribune, and later became editor of *Leslie's Weekly*. Mr. Cherouny was formerly with the American Lithographic Company. Mr. Adams has been with William Green, Inc., as merchandise plan man.

Coolidge and Lawrence Will Speak at Chickering Commemoration

A banquet will be given at the Copley Plaza, Boston, on April 21 in memory of Jonas Chickering and in recognition of the contribution made by him to America's musical development. Calvin Coolidge, vice-president of the United States, and Richard W. Lawrence, vice-president of PRINTERS' INK will be the only speakers at this banquet.

Death of Warren R. Gilliam

Warren R. Gilliam, vice-president of the Harvey Blodgett Company, St. Paul, Minn., advertising agency, died at Los Angeles on April 6, while returning from a trip to Honolulu.

, 1923

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NATIONAL ADVERTISERS

These National Advertisers use Chicago

Clothing

Arrow Collars
Ide Collars
Van Heusen Collars
Lion Collars
Kaufman Hats
Truly Warner Hats
Nemo Corsets
Stylish Stout Corsets
Phoenix Silk Hosiery
Reliance Work Shirts
Boyish Form Brassieres
W. L. Douglas Shoes
Hood Rubber Footwear
Newark Shoes
Regal Shoes

Furniture

Englander Spring Beds
Never Stretch Mattresses
Tobey Polish

Household Utilities

Apex Washing Machines
Bohn Syphon Refrigerators
Coffield Washing Machines
Surf Washing Machines
Eden Washing Machines
Thor Washing Machines
Sunbeam Electric Irons
Hoover Suction Sweeper
Thor Electric Vacuum Cleaner
Torrington Vacuum Cleaner

Groceries

Borden Chocolate
Malted Milk
Spanish Green Olives
Domino Sugar
Domino Syrup
Armour Oats
Sunbeam Coffee
Blue Valley Butter
Borden Canned Milk
Bremner Biscuits
Sun Maid Raisins
Sunsweet Prunes
Calumet Baking Powder
Colman's Mustard
Lea & Perrins Sauce
White House Coffee
Fould's Macaroni
Fuji Chop Suey Sauce
Golden's Mustard
Jello
Hip-o-lite
Dromedary Dates
Horlick's Maltoat Biscuit
Swans Down Cake Flour
K. C. Baking Powder
Jelke's Margarine
Kellogg Shredded
Krumbles
Kraft Cheese
McKenzie Pancake Flour
None-Such Mince-meat
Minute Tapioca
Mickelberry Sausage
Morris Meats
Kingsford Corn Starch
Certo
Phoenix Cheese
Pillsbury Flour
Grape Nuts
Instant Postum
Post Toasties

Price Flavoring Extracts
Price Baking Powder
Royal Baking Powder
Schulze Butter Krumble
Bread
Ancre Cheese
Pillsbury Pancake
Grape Bouquet
Savoy Canned Fruit
Swift & Company
Ward Bread
Wilson Oleomargarine
Anheuser Busch
Gingerale
Budweiser
Coca Cola
Hydrox Ice Cream
Hydrox Gingerale
Hires Root Beer
Lux
Rinso
Tintex
N. R. G. Laundry
Tablets
Old Dutch Cleanser
Sapolio
20 Mule Team Brand
Fleischman Yeast
American Family Soap

Toilet Preparations

Nadine Face Powder
Joro Shampoo
Boncolla
Armand Face Powder
Herpicide
Flaconnettes
Hennafoam Shampoo
Woodbury Facial Soap
Djer Kiss Face Powder

AMERICAN

Reliable, Entertaining, Fearless.

**SECOND
EDITION**

ADVERTISING

Chicago Evening American in 1922

Spring Exonatone
ng Power Rose Soap
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**Musical
struments**

Publishers

opolitan Magazine
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aturday Evening Post
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Magazine
per's Bazaar

Hearst Magazine
Motor Magazine
Movie Weekly Magazine
Munsey Magazine
Love Story
Illustrated Magazine
True Story Magazine

Tobacco

Lord Salisbury
Cigarettes
Tuxedo Tobacco
111 Cigarettes
Girard Cigars
La Palina Cigars
Cinco Cigars
La Fendrich Cigars
Charles Denby Cigars
White Owl Cigars
Wm. Penn Cigars
Robert Emmet Cigars
Chesterfield Cigarettes
Fatima Cigarettes
Piedmont Cigarettes
Polo
Mi-Lola Cigars
Popper Cigars
LaRésta Cigars
Dry Slitz Stogies
United Cigar Stores
Cyro Cigars

Miscellaneous Advertisers

Mead Bicycles
National Lumber Mfg.
Assn.
Portland Cement Assn.
Absorene
Carbora
Energin
2 in 1 Shoe Polish

E-Z Stove Polish
Shinola
Rit Dye Soap
Ansco Films
Adams Chewing Gum
Eline Chocolates
Temptation Chocolates
Life Savers
Eskimo Pie
Diamond Dyes
Everwear Aluminum
Kitchen Utensils
Eversharp Pencil
Oh Henry Candy
Wrigley Chewing Gum
Enoz
Western Electric
Products
Allied Florists
Gillette Safety Razor
Famous Players Lasky
Corp'n
Fox Films Corp'n
Paramount Pictures
Corona Typewriters
Underwood Typewriters
Oliver Typewriters
Bradley & Vroonan
Paints
Japalac
Wahl Fountain Pen
Waterman Fountain Pen
National Radio Co.
Radio Corp'n of
America
Panther Rubber Heels
O'Sullivan Rubber
Heels
U. S. Spring Step
Rubber Heels
Mirro Aluminum
Kotex
Fruit of The Loom
Muslin

The Chicago
Evening American
is the first Evening
newspaper in Chicago
— And the third
in America

*Daily average net paid
Circulation for Feb. 1913*

426,324

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Finding a New Idea Uncovers a New Market within the Present One

National Campaign of 1847 Rogers Bros. on Selling the Untouched Market Shows Dealers How to Turn Old Customers into New Ones

By Roland Cole

ONE of the little tragedies of modern business is that when a prospect places an order he ceases temporarily to be a prospect for another order. This is true of many articles bought for consumption as well as those bought for use. The act of ordering cancels the purchaser as a prospect, sometimes forever.

A man goes to an oculist or an optician to have his eyes examined. He is told to buy glasses and does so. The optician makes a sale of one pair of glasses and the customer walks out. Three years later the customer accidentally breaks a lens and comes back to the optician to have it replaced. One sale and a fraction over in three years!

Why does not the man take enough interest in his eyes to want them looked after at least once a year? Why does he not get tired of one style of mounting? Why has he not enough pride to keep up to date with his eye-gear? Why is he not able to see for himself that it would be a relief to his friends and family if he would show up occasionally with another pair of glasses of a different style?

People buy a phonograph and a few records and then quit buying indefinitely. If the idea of buying at all was any good, why don't they get a new machine at least once in ten years and keep their interest alive? Why do they have to die on the subject of automatic music soon after they make a purchase? Would it not be profitable for them to sell the old machine, as they get rid of an old car or an old typewriter, and buy one of the new models? Wouldn't it cheer up everybody to see something new in the house once in a while?

Why do so many of us make

one purchase of a thing and then imagine we are through forever? We do this with furniture, dishes, silverware, jewelry, vacuum cleaners, books, insurance, cameras, hardware, fountain pens, paint, seeds, office equipment and to a very large extent with sporting and vacation equipment. Not only people of limited means but people of ample means are frequently stupid on how to buy.

AN AWAKENING WITH A JOLT

A man reads an advertisement on paint, and because the advertisement is a good one he realizes for the first time what an economical thing painting is—how it lengthens the life of the house, the garage and everything on which it is used. He resolves thereupon to do some painting. Zeal, however, eats him up. Instead of painting only the porch, he keeps on painting until he has painted everything, whether it needs it or not. He paints not wisely but too well. He spends so much money that when he gets through he does not want anyone to mention painting to him again as long as he lives. From that time on he ceases to be a customer.

Had he exercised the same good judgment that he uses in his business, he would have said to himself: "Painting is good. I will consider it as a part of the house and as long as I live in the house, I will keep painting it. I'll spend ten or fifteen dollars a month on it. That isn't much if it enhances the value of my property. I'll hardly miss it. First I'll paint the porch. If it costs thirty dollars, I'll wait two months before I paint the next thing."

Setting aside a small amount of money regularly for new furniture, new jewelry, new dishes, new

silverware, is a far different thing from spending one large sum for any of these things and then stopping. For one thing, few of us in moderate circumstances can ever spare the large sum, and when we are able once to resist the impulse to spend it, it is easier to resist the next time.

Probably one of the most significant advertising campaigns of the

market within easy reach. Third, it has been developed in the form of a national campaign of considerable scope containing features of unusual value to the consumer, the retailer, the wholesaler and the company's representative.

The thing of spectacular interest in the campaign is the series of national advertisements which embody the big idea, and it is a really big idea. But as big as the idea is, the company saw that it would be almost valueless unless the retailer could be aroused and made to grasp its significance. Pressure was therefore applied at this point — getting the idea over to the dealer. To this end a slogan was devised—"Sell to the Untouched Market"—which would set off, so to speak, an explosion in the dealer's mind and bring him to the front door of his store in the right frame of mind for enthusiastic co-operation.

"The first thing we tried to do," said W. G. Snow, advertising manager of the International Silver Company, "was to make the dealer realize the extent of this

'untouched market' and that every home in his community was a part of this market.

"So we wrote him a letter in which we told him that he need no longer depend for his silverware business upon the irregular gift, wedding and anniversary demand. A year-round business would be assured to him by his co-operation with our national advertising campaign of education to the consumer on how to buy silverware.

"With this letter we prepared a beautifully printed folder in colors to help the dealer visualize the

"Mother, what is this fork for?"

A natural enough question for a girl of eleven to ask, "What's that fork good for?" she would ask for the first time. But it came so quickly and so easily to her mind! True, she didn't use silver forks at home, but in the cream forks, her lot of silver she found the answer. But they would have to be more careful now that the children were growing up. The lack of correct silverware wasn't for them—quite made from the frequent experience it caused.



Have you silverware enough for every-day use?

DO you serve each course of your meals as daintily and correctly as you would like it? Or do you often have to adapt menus to tableware—merely because a little—right the through missing in silver means each of your children should receive at home?

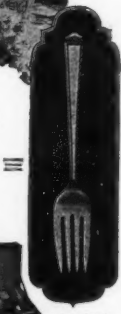
Perhaps you have feared the cost of the new silverware you know you ought to have. Or you have despaired of adding to your present silverware appropriately. But you need not despair!

In 1847 Rogers Bros. Silverware you may provide the needed pieces most economically. For instance, a set of six silver forks in the new Anniversary pattern, at its the silver, costs only \$7.00. Other pieces are priced so reasonably.

You will find in "1847 Rogers Bros." just the pieces to bring harmony and completeness to the setting of your table—ice cream forks, orange spoons, coffee spoons, butter spoons, serving pieces and even tea and coffee sets.

And when on later occasions you wish to add to your table service, you can do it easily. Leading dealers everywhere carry the latest patterns of 1847 Rogers Bros. Silverware.

Send for 1847 ROGERS BROS. SILVERWARE folder which contains the only complete list of silverware patterns and prices. It is a handy reference for every day and for entertaining. We also furnish handsome illustrations of the Anniversary and other patterns. Enclosed find Co. Station, Conn.



1847 ROGERS BROS. SILVERWARE folder
The only complete list of silverware patterns and prices. It is a handy reference for every day and for entertaining. We also furnish handsome illustrations of the Anniversary and other patterns. Enclosed find Co. Station, Conn.

1847 ROGERS BROS. SILVERPLATE

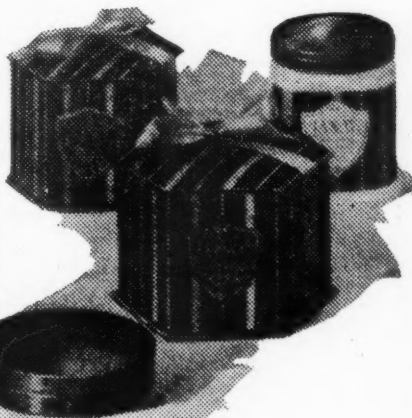
COPY THAT IS WRITTEN TO MAKE SILVERWARE OWNERS BUY MORE SILVER

present year is that of the International Silver Company in the interests of 1847 Rogers Bros. silverplate. It is significant for three reasons: First, it constitutes an idea of very definite value to the purchaser of silverware, because it shows her how to buy. In other words, it offers the customer a simple and practical buying plan entirely within the limits of even a limited purse. Second, it constitutes a merchandising idea of great value to the merchant because it directs his attention and helps him concentrate his efforts on what is really a brand-new

Detroit News Roto Turns The Trick

AFTER three weeks' work on a product never before introduced in Detroit, the Beautex Laboratories reported that they sold the department stores 100%; jobbers, 80%; down-town drug stores 66%; chain stores, 50%; drug stores, including "buyers out," 60%; drug stores "where buyers were seen," 80%—and all this, as the Beautex Director of Sales reports, because of local dealers' faith in The Detroit News Rotogravure campaign which was scheduled to appear shortly.

After the first rotogravure advertisement of the Beautex Laboratories featuring Janay Face Creams was published, 500 coupons were received with an enclosure of 35 cents each, in payment for a sample packet. The downtown stores were practically sold out in two days. This is considered a phenomenal return by Beautex and surpasses the best results achieved elsewhere.



The Detroit News

**First Michigan Paper to issue a Rotogravure
Greatest Circulation Daily and Sunday in Michigan**



Collinsville, Ill.

Twelve miles from St. Louis

The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

One of the thriving industrial towns in the 49th state is Collinsville, Ill. One railroad, an interurban line and a concrete road give its 9753 inhabitants easy access to St. Louis.

The bank deposits of Collinsville total \$3,000,000. . . . Besides coal mining, smelting and knitting mills, Collinsville has a \$3,250,000 annual business in these lines:

- | | |
|-----------------------------|--------------------|
| 35 Grocery Stores | 5 Drug Stores |
| 12 Auto Dealers and Garages | 4 Hardware Stores |
| 3 Building Material Dealers | 4 Jewelers |
| 5 Shoe Stores | 5 Dry Goods Stores |
| 4 Men's Furnishing Stores | 3 Furniture Stores |
| 3 Confectioneries | |

The Globe-Democrat is the natural choice of Collinsville's representative citizens. It reaches them while the news is fresh. . . . And naturally the advertising in its columns influences their buying habits.

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York
Guy S. Osborn, Chicago
J. R. Scolaro, Detroit
C. Geo. Krogness, San Francisco
Dorland Agency, Ltd., London
Asso. American Newspapers, Paris

The Largest Farm Paper

Self-Made Men

Read The Farm Journal



Mr. Charles W. Borgelt of Havana, Illinois, is President of the Mason County Farm Bureau, Secretary of the County School Board, and member of the Board of Directors of the Chamber of Commerce. "He stands high in his community as a man, and is respected all over the county for his ability as a farmer," says County Agent J. R. Isaacs.

It Pays and Proves It Pays

Circulation over 1,150,000

WHEN a man of 21 starts farming as a tenant with \$550 worth of equipment, and acquires 769 acres of land worth \$150,000, livestock worth \$7000, and implements worth \$3000, he is about as fine an example of a self-made man as one can find.

Friends, pull, influence, personality and all the other factors which contribute to promotion in other industries are of little avail in the making of a success in farming. Gestures get no gold for the farmer. To Mr. Borgelt must be accredited solid ability.

Asked to what he attributed his success, Mr. Borgelt replied, "Breeding only to pure-bred sires, and maintaining and increasing soil fertility"; in other words, raising better animals and better crops. This seems like a simple formula; it is recognized as fundamental to permanent agriculture. But it must be applied with courage and determination, associated with business judgment and technical study, to win the outstanding success of this self-made man.

With men like this reading *The Farm Journal*, is it any wonder that "*It Pays and Proves It Pays?*" And although it is "*The Largest Farm Paper*" with "*Circulation over 1,150,000*," Mr. Borgelt says—"not read by enough people."



Believed In for 46 Years

*An old saying and true***Straw No. 2**

Straws show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less *medical* advertising than any other paper in Chicago, and the total receipts from *installment furniture* advertising would not pay for the ink to dot the "i's" in a single issue.

BUT there are a number of lines of *high grade* advertising from which The Post receives more advertising than any other Chicago paper—morning or evening.

And there are several *very high grade* lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

Straw No. 1 was Insurance Advertising, the figures for which we published in our last advertisement.

Straw No. 2. The art dealers must look to the very best class of people in a community to find customers for oil paintings, etchings and their other wares. That they should all practically concentrate on one medium, using over three times as much space as in all the other papers combined over a long period of time, is excellent evidence that that paper reaches that class of people. The figures for all the Chicago paper's for the year 1922 under the classification of art and artists' materials follow:

POST 33,881 lines

| | | |
|--------------------------|-------|---|
| News | 2,565 | " |
| Journal | 149 | " |
| American | 40 | " |
| Tribune | 8,370 | " |
| Herald and Examiner..... | 18 | " |

It pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

These figures supplied by the Advertising Record Company,
an Independent Audit Company

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

Keeping Dealers in Touch with Association Advertising

How the Davenport Bed Makers of America Are Using Trade-Paper Advertising to Show the Dealer How to Benefit Himself through the Association's Advertising to the Consumer

By Randolph Branner

Campaign Manager, Davenport Bed Makers of America

DOES the advertising of a trade association attempt to do any selling? In the answer to this question is found the reason why association advertising should embrace a continuous appeal to the trade. The motive of such appeal, the scope and purpose and character of it are indeed subjects worthy of close study.

Even if it is to be assumed that the purpose of association advertising is solely to sell the "big idea," leaving to the association's constituent members the job of advertising for actual business, the necessity for advertising to the trade is important. For the "big idea" must be sold to the trade, over and apart from the individual advertiser's effort.

It is important to the individual advertiser because it gives him a "plus" quality with which his salesmen can enhance his product and his consumer advertising. It is important to the non-advertising member of an association because it permits him to merchandise his product to the trade with far more effectiveness than if his industry were wholly "unhonored and unsung" in trade circles. It is important to the association as a whole because the "big idea," properly sold to the trade, fires the live dealer with new zeal and selling spirit, and thus furnishes a nucleus of added volume for the years to come.

But an association campaign, while it must be keyed to a "big idea," is a selling campaign just as surely as any advertising effort is designed to have a part in selling. And that fact must not be lost sight of or relegated, if the campaign is to be successful. This is one of the chief factors of success in the campaign of the Davenport

Bed Makers of America, now in its second year.

Not one step was taken, not one feature was planned, in connection with the national consumer advertising of the Davenport Bed, that did not contemplate simultaneously a campaign of information to the retail furniture trade. For after all, the ultimate purchaser whom the national advertising reaches, must eventually have personal contact with the retailer, and it behooves the association to see that the retailer is informed and otherwise prepared to represent properly the association campaign and all that it stands for.

HOW SHOULD IT BE DONE WAS THE QUESTION

The question to be answered, in discussing the Davenport Bed Makers' campaign to the trade, was not whether to advertise, but what to advertise. The thought was this: Every merchant who sells an advertised line, or who might be regarded as a prospect for that line, has something of a selfish interest in reading announcements to the trade by the maker of that advertised line. But in the case of the association campaign, no merchant has any reason for feeling, more than any other merchant, that the message is for him.

This was a real bunker in the course of the Davenport Bed Makers because the davenport bed does not, on the face of it, appear to be an item that represents an important percentage of the business of a furniture store. Yet it is. But at that time, it wasn't. So it was necessary to decide upon the nature of the campaign.

The field was surveyed. Trade papers from every section of the

country were studied. And the result was this: After announcing the scope and purpose of the association campaign, the messages in the trade papers were not to deal with what the association was going to do, but with what the retailer was going to do (if he was a wise merchant).

In other words, it was decided that in order to lift this series of

affair and impresses him with the wisdom of having an active part in it. Which is indeed, a "consummation devoutly to be wished."

The accompanying reproduction of an advertisement that appeared in nine furniture trade periodicals in the United States, is an example of the appeal. The main body of the advertisement speaks out boldly to the merchant of his part in the campaign: Your advertising, your windows, your first floor, your salesmen—these are the italicized opening phrases of the paragraphs. And again, to impress firmly the manner of tying up with maximum advantage, the italicized paragraph at the bottom advises the merchant:



WE'RE TALKING ABOUT YOU TO HALF THE PEOPLE IN YOUR TOWN

The message of the Davenport Bed is being broadcasted to nearly 15 million homes—more than half of all the homes in the land. More than half the homes in your own town are being reached by the campaign on the Davenport Bed.

Continuously, and with increasing effect, these advertisements are directing the attention of the American householder toward the Davenport Bed, and turning her thoughts toward the furniture store.

Your advertising can crystallize the interest we create, by featuring Davenport Beds and thus drawing interested people your way.

Your windows can reflect the same helpful message. A demonstration occasionally, if window space permits, should be employed to stop the passerby and rivet firmly

in his mind the connection between your store and our advertising.

Your first floor should have one or more of the better types of Davenport Bed prominently placed, so that every visitor may have the opportunity to learn—even if only in a casual way—that YOURS is the good furniture store to which our advertising refers.

Your salesmen should know that every advertisement we run is a definite aid to them in selling their customers. And they can increase the number of sales by calling the Davenport Bed to every customer's attention.

The campaign is on! Buying is on! Make the most of it.

DAVENPORT BED MAKERS OF AMERICA
325 South Michigan Avenue, Chicago

When you advertise Davenport Beds, call them Davenport Beds. The public doesn't know that "Dufold" or "Nufold" or some other word means Davenport Bed, and consequently does not connect it up with our national advertising. When you advertise Davenport Beds, call them Davenport Beds.

© 1923 Davenport Bed Makers of America

SHOWING THE DEALER HIS PROFITABLE NICHE IN THE CAMPAIGN

messages into the vision and consciousness and conviction of the furniture merchant, the Davenport Bed Makers of America would give the messages a "you" aspect and a "you" flavor instead of a "we" aspect and an "us" flavor.

The entire trade appeal deals with retailers and retailing, in connection with davenport beds, and in doing so, focuses the whole national effort of an entire industry on the interests and requirements of any single merchant in any single community. Thus it magnifies his share in the whole

hang sales in the store, the merchants in the rural centres which have no housing problem were apt to feel that davenport bed sales simply had to wait upon a customer's need.

It was necessary to develop initiative in such dealers. So one trade-paper message, headed "How Fields' Store Builds Profits" told the facts about a merchant in a rural Indiana community who made davenport bed sales in spite of ample housing facilities in the town.

Again, investigation disclosed

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Apr. 19, 1923

PRINTERS' INK

63

Gain 50%

in lines of Automobile Advertising
in The Christian Science Monitor
for March, 1923, over March, 1922

The Manufacturer of Automobiles has found a medium—THE CHRISTIAN SCIENCE MONITOR—in which he may advertise his product to a group of readers who are in the market for automobiles, and who desire to patronize Monitor Advertisers.

The appeal to readers of THE CHRISTIAN SCIENCE MONITOR by the Automobile advertiser is quite as strong in one section of the country as in another, because this intentional interest in Monitor advertising is the same wherever THE CHRISTIAN SCIENCE MONITOR is read.

Daily net paid circulation for March, 1923

90,436

Automobile Advertising rate, 50c a line

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

The Christian Science Monitor has Advertising Offices in Boston, New York, London, Chicago, Cleveland, Kansas City, San Francisco, Los Angeles and Seattle.

the fact that there was too great a tendency on the part of some merchants to reach out for trade instead of digging deep for it. The economics of it was not good because it meant that, operating over too large a trade area, a merchant was faced with heavy delivery costs. The thought was to assist the merchant to find new sales possibilities nearer home. A plan was developed, culminating in a trade-paper message dealing with "the neglected market in your town."

Another instance of the effectiveness of a trade-paper campaign on a nation-wide scale, is its flexibility when the appeal must be localized. To illustrate: Demonstration, being a very effective method of selling specialties, many stores use it with great success. Photographs of the windows of such stores were secured, with some comment from the merchant as to the results. There were stores from every section of the country. The very nature of such material, used in advertising, gives it the flavor of a testimonial; and testimonials, experience says, carry a maximum of conviction when their source is not too far from the reader.

So the testimony of a merchant in the South (accompanied by a photo of his window) was used in a Southern trade paper; those of a Pacific Coast dealer, in a coast trade paper, and so on. Thus the merchants of the entire country were given through their own trade papers, a message dealing with facts, names, and places near enough to them to be convincing.

The chief point of importance about the Davenport Bed advertising to the trade, is not so much the fact that it was undertaken, but the fact that it has been prosecuted with one outstanding purpose constantly in mind: To show the retail merchant that he is and has a part in the Davenport Bed Makers' plans, and to approach the proposition from his angle.

Perhaps another good reason—a great reason, too frequently lost sight of—for the wisdom of a continuous appeal to the trade, is

the contact it establishes with the salesfolk in the retail store. They are the merchants of tomorrow. From a business standpoint, they are now in the formative period; and an association campaign which contemplates effectiveness beyond today, must embody the thought of bringing to the merchants of the future, a consciousness of and friendliness for the industry that stands back of the advertising.

Recognition of Sound Help Given Manufacturers

THE NEW YORK TIMES

NEW YORK, N. Y., Apr., 12, 1923.

Editor of PRINTERS' INK:

I have read with much interest "Four Tested Plans for Putting a Business on a Trade-Mark Basis," by John Allen Murphy in the April number of *Printers' Ink Monthly*.

It has the element of thoroughness which gives the reader the conviction that the subject has been thoroughly discussed. The presentation is characteristically clear.

Mr. Murphy has adduced not only information valuable to manufacturers, but also convincing evidence of the power of advertising.

I shall see that the advertising department of The New York Times has the opportunity for benefit the article affords.

Congratulations upon the progress of *PRINTERS' INK* and *Printers' Ink Monthly* under your able direction.

THE NEW YORK TIMES

LOUIS WILEY,
Business Manager.

Dunham Agency Has Fansteel Products Account

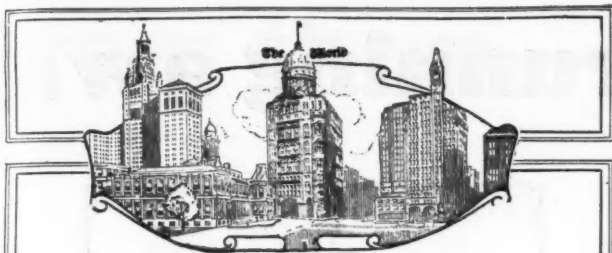
The Fansteel Products Company, Inc., North Chicago, Ill., manufacturer of electrical, steel and chemical products, has placed its advertising account with The John H. Dunham Company, Chicago advertising agency. Automobile, radio and electrical trade papers are being used for the "Fansteel" timer for Fords and the "Fansteel Balkite" battery charger.

National Biscuit Reports Profit for First Quarter

The National Biscuit Company, "Uneda" biscuit, "Nabisco," etc., reports earnings of \$2,813,000, after taxes, for the first quarter in 1923.

Barley Motor Car Company Appointment

Frank D. Webb has been appointed advertising manager of the Barley Motor Car Company, Kalamazoo, Mich., succeeding L. E. Burridge, resigned.



FIRST!

DURING the first quarter of the current year, the Gravure field in New York showed a gain of 13%. An analysis of this gain reveals the incontestable ascendancy of THE WORLD GRAVURE:

| | Gain in Lines | Percentage of Gain |
|-----------------|------------------|-----------------------|
| THE WORLD . . | 25,522 | 54% |
| The Times . . . | 17,980 | 10% |
| The Herald . . | 11,570 | 17% |
| The Tribune . . | 700 Loss | 0.6% Loss |

THE WORLD GRAVURE'S gain was 47% of the gain of the entire field; The Times 33%; The Herald 21%.

Not only was THE WORLD GRAVURE first in the bulk of its gains, but registered an increase of four times the prevailing percentage of gain in its field.



MALLERS BUILDING CHICAGO PULITZER BUILDING NEW YORK FORD BUILDING DETROIT

running away f



*From the Chicago Herald and
Examiner, April 11, 1923*

Chicago building permits for the first week of April totaled \$21,996,000, or nearly \$5,000,000 more than for the whole month of April, 1922. . . . more than \$40,000,000 for this month is predicted by Manager F.W. Armstrong of the Citizens' Committee.

Chicago Herald

*Sunday net paid circulation
for March . . . 1,041,745*

ay **from them—**



CHICAGO is one of the seven "preferred" cities where Babson recommends advertising concentration.

And...through no other Chicago paper can an advertiser reach practically every other person in the community...the Herald and Examiner's dominant "buying half"...at such an exceptionally low milline rate.

d **and Examiner**



NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

A Question

Is the printing you
buy as good as the
merchandise you sell?

Honest, now, is it?

If your answer to this
question is "No," phone
Longacre 2320

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York City

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Finding the Viewpoint That Influences Sales

What the Hoffman Specialty Company Is Learning from Its Efforts to Interest Women in a Mechanical Product

By James True

ALTHOUGH a large majority of all advertising is addressed directly to the class that is supposed to make the purchases, the success of occasional exceptions to the rule indicates that many more campaigns could be strengthened by the attraction and interest of an appeal to those who most influence the purchasers.

Last year, a Canadian manufacturer of ammonia found it unusually profitable to advertise the advisability of husbands assisting their wives with the housework by washing the dishes, and several American soap makers have used the same appeal with excellent results, yet not one man in a thousand is in the habit of purchasing the materials for the process. Until recent seasons, practically all manufacturers of automobiles were content to advertise them with an exclusively masculine appeal; but a number have discovered that the featuring of elements which are supposed to be particularly appealing to women bring more profitable returns from advertising, although at least nine out of every ten checks given in payment for motor cars are signed by men.

Very few heating plants have been bought by women. In this field, until recently, most of the advertising published considered only the man's interests; but the Hoffman Specialty Company found a new viewpoint, and by considering the interests of women is influencing the purchases of men.

Advertising embodying this idea has been running since the publication of last January's magazines, and it is particularly significant because it has stimulated a campaign on "Controlled Heat," and has hastened the overcoming of a

trade condition that was something of a handicap to selling. The keynote of the changed viewpoint is struck in the first paragraph of one of the recent advertisements:

"Strange, isn't it," this reads, "that Hoffman 'Controlled Heat' is the first to consider the woman's side of it? All other heating systems are designed to be man-regulated. Yet fully half the time there isn't any man at home to shovel coal in a hurry, juggle dampers, or twist those back-straining obstinate radiator valves."

APPEAL TO MEN IS NOT FORGOTTEN

Then, throughout the text, the ease with which a woman can control the Hoffman System is stressed; yet the effect of a direct appeal to men is not lost, for, later on, it is assumed that the reader is a man, and there are several references to "your wife."

All of the advertisements published in this year's magazines handle the subject in this way. They show, as a reminder, the ordinary radiator valve, set near the floor and difficult to operate, with a contrasting illustration of a daintily gowned woman turning with the slightest touch the valve of a "Controlled Heat" radiator. And all of the copy explains that "The lightest touch of your finger on this valve gives the exact amount of heat you want where you want it and when you want it. You can have any desired temperature in any room."

For about four months the company advertised the idea of "Controlled Heat" rather than the system itself. The copy was designed to interest the home owner and home builder—the man who paid the bills.

"Frankly, we were looking for a fresh copy angle," the company reports, "when we changed the viewpoint of our advertising. We knew that our system was exceptional; it had been brought to a point of absolute mechanical dependability, and we knew that it embodied several attractive features that were exclusive. Our



The woman's side of the heating question

For years, heating systems have been designed with no thought of the woman's problem; yet nine-tenths of the day it is the woman who must live with the heat.

In most systems, radiators are equipped with obstinate, back-straining valves that even a man can barely turn. No provision is made for accurately regulating the temperature in different rooms; so that the nursery can be kept warmer than the living room and the bedrooms cooler than the living room—a requirement that every woman knows is vital.

A heat designed for women
But there is a new way of heating which does consider the woman's side of it—Hoffman

"Controlled Heat." On each radiator is a "control" valve. The lightest touch of your finger on this valve gives the exact amount of heat you want where you want it and when you want it. You can have any desired temperature in any room.

Economy, convenience
Men will be just as interested in the remarkable economy and simplicity of "Controlled Heat" as women are in its comfort and convenience.

In planning your new home, first investigate Hoffman "Controlled Heat."

If your present heating system is unsatisfactory, ask your Heating Contractor how much it will cost to transform it into "Controlled Heat."

HOFFMAN SPECIALTY COMPANY, INC.
Rice Office and Factory, Westbury, Conn.
In Canada, CRANE, LIMITED, branches in principal cities
NEW YORK LOS ANGELES CHICAGO BOSTON

HOFFMAN



CONTROLLED HEAT

HOW THE APPEAL TO WOMEN IS BEING MADE IN PICTURES AND WORDS

problem was to find the exceptional way to publish these facts.

"Our first thought in appealing to women from their particular viewpoint, was merely to secure a fresh appeal, variety in our advertising. But we soon found that we had tapped an influence that was more far-reaching than we knew. An immediately increasing

number of inquiries from the public, and more interest on the part of architects and contractors, demonstrated that we had reached a very effective power behind the purchasers of our products."

The problem then was to get the story of woman's relation to "Controlled Heat" to the public in the most convincing manner possible. Results have proved that the general and usual appeal, did not overcome to a marked degree the resistance of the trade and the inheritance of disfavor. But there are convincing indications that the new viewpoint of the copy is reaching the woman's influence without detracting from the interest of men in the advertising. While the number of inquiries has greatly increased, yet the proportion of men and women who write for the advertised booklet and further information has not changed—it is still about fifty-fifty.

As for concrete results, it requires some time with merchandise of the kind for actual orders to reach the company, even after much of the work of selling is done. A system requested by a home builder and specified by an architect may not be required for months after the foundation of the house is begun. However, the company finds that orders are increasing profitably, and an investigation, just completed, among several hundred architects shows that a large majority of them are familiar with the advantages of "Controlled Heat," and that about 20 per cent of them had either specified the system or expressed the intention of doing so.

These results show how advertising may be materially strengthened by considering the indirect influences which affect sales as well as the more obvious appeal made directly to the people who do the buying.

"The Bank Clerk" Gets Under Way

The Bank Clerk, a new monthly business publication, published its first issue at New York in April. H. M. Konwiser is publisher and L. A. Nixon, manager.

117-
Philad
Pittsb

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KLAXON Adds GIANT ADS TO NATIONAL CAMPAIGN

KLAXON magazine advertising sounds a warning to all motorists against relying on inferior quality horns. In picture and text, it tells the need of a dependable warning device.

The publication advertising arouses interest in the Klaxon; it is the Giant Ad's job to consummate this interest into actual sales.

With Giant Ads in the plan, when the prospect passes an accessory store, or stops at a garage for a tank of gas, he is confronted by a Giant fac-simile of the same copy which caught his interest when it appeared in the magazines.

The Giant Ad's similarity to the original carries him back to the time when he read the advertisement and reminds him of the decision to buy—formed at that time. No chance to forget—for the Giant Ad reminds him *at the point of sale*.

For further particulars, write for booklet, rate card and samples.

NATIONAL PROCESS COMPANY, Inc.

117-119 East 24th Street, New York

Phone: Mad. Sq. 3680

Philadelphia: 1420 Chestnut Street.

Phone: Spruce 1173

Pittsburgh Office: 335 Fifth Avenue.

Phone: Smithfield 1162

GIANT ADS

Coupon to Popularize Auto Insurance

A MAN generally makes his money on a monthly basis. He pays his rent this way and his grocery and butcher bills, in fact his whole scheme of income and disbursement is figured on the month-to-month plan.

Are You covered?



And

Have you taken advantage of our
MONTHLY PREMIUM PAYMENT PLAN
LOWER RATES than any other company

DIVIDENDS SERVICE
PROMPT SETTLEMENT

of losses and efficient underwriting, which means
the creation of large surpluses to Policy Holders.

If not

mail the attached slip to us at once

WORLD MUTUAL

AUTOMOBILE CASUALTY INSURANCE COMPANY INC.

Buffalo Office: 21 Carlton Court Bldg. Telephone Tupper 9083

WORLD MUTUAL AUTOMOBILE CASUALTY INSURANCE CO., Inc., 21 Carlton Court Bldg., Buffalo.

Please add no subscription regarding World Mutual Automobile Insurance to Letter, Note and no
Monthly Statement.

Name of Policyholder _____ Address _____

By subscription number _____

NEWSPAPER ADVERTISING THAT SEEKS TO
MAKE PROSPECT ACT IMMEDIATELY

Why is it not sound for him to pay his automobile insurance in the same manner? This is the reasoning which led the World Mutual Automobile Casualty Insurance Company, of New York, to adopt this method for the payment of premiums. It believed that everyone owning an automobile desired to be covered with insurance but that the initial expense of such insurance prevented a large proportion from enjoying its benefits.

This monthly payment plan makes it possible to be satisfactorily covered and at the same time spreads the payments along in such a way that they are not burdensome. The company is

now advertising the monthly plan of premium payments in New York State. New York City, Albany, Syracuse, Rochester and Buffalo are being covered at this time, the advertising appearing in the local newspapers two to three times each week. A coupon is attached to each advertisement requesting further information in regard to the plan.

National Pride Is Theme of Shipping Board Copy

In newspaper advertising the United States Lines, managing operator for the United States Shipping Board, announces the first sailing of the "S. S. Leviathan" in its passenger service.

The copy makes an appeal to the patriotic pride of Americans. An illustration shows the one-time American transport which will start its first voyage as an American passenger ship on July 4.

In part, the copy reads as follows: "It is fitting indeed that the Leviathan should sail on the anniversary of the birth of the Republic. For the sailing of the Leviathan marks the beginning of a new epoch in the history of the American Merchant Marine—a new triumph for the American people.

"For months thousands of American workmen, engineers and architects have been converting the giant Steamship Leviathan from a swift transport into a luxurious ocean liner.

"Now as the work nears completion, it is obvious a new standard of ocean going luxury has been set."

Advertising Club Formed at Memphis

At an organization meeting recently held at Memphis, plans were completed for the formation of an advertising club in that city. Harold Gilbert, advertising manager of The Hessig-Ellis Drug Company, was chairman of the meeting at which the following were elected officers: Arthur L. Bruce, of the A. L. Bruce Hardwood Lumber Company, president; W. B. Hill, first vice-president; Etta Allen, secretary; E. S. Dunham, of Lake & Dunham, Inc., treasurer, and Mr. Gilbert, second vice-president.

The club will hold semi-monthly meetings at half-past seven in the morning. Breakfast will be served during these meetings.

Technical Publicity Association Meets

The regular monthly dinner-meeting of the Technical Publicity Association, New York, held on April 13 was designated "Direct Mail Night." Homer J. Buckley, president of Buckley, Dement & Company, of Chicago, was the principal speaker.

Another Startling Circulation Gain

169% in Cleveland

Hearst's International
LIBERAL EDUCATION

ROBERT P. DAVIDSON
BUSINESS MANAGER

CHICAGO
624 Hearst Building.

ROBERT P. DAVIDSON
BUSINESS MANAGER

March 24, 1923.

Mr. Robert P. Davidson,
Business Manager,
Hearst's INTERNATIONAL,
New York City, N. Y.

Dear Mr. Davidson:

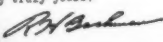
Here is the record of 14 Cleveland news
dealers which you asked me to get for you. This record
gives their orders for May 1922, and April 1923.

| | Order May 1922. | Order April 1923. |
|------------------------------|-----------------|-------------------|
| Statler hotel | 25 | 100 |
| Blum, Euclid Ave. | 15 | 75 |
| Barrow's Book Store | 20 | 100 |
| Euclid Ave. | 40 | 100 |
| Cleveland Hotel | 20 | 100 |
| Lucas, Superior St. | 0 | 15 |
| Larwell | 70 | 125 |
| Marshall Drug, Public Square | 18 | 25 |
| " " Euclid & E. 14th | 75 | 150 |
| " " E. 106th | 75 | 50 |
| " " E. 106th & Tup | 20 | 15 |
| " " 56th & Euclid | 2 | 50 |
| Kay Co. (Dept. Store) | 75 | 200 |
| Schroeder | 10 | 50 |
| Standard Drug, 9th & Euclid | 440 | 1155 |

These 14 stands show an average draw of 31 1/2
copies a piece in May 1922, and the same stands have an average
draw of 84 1/2 copies for April 1923.

In 12 months these stands have increased 745
copies, an increase of 169% plus.

Very truly yours.



RWD:C

Hotel
Statler



Cleveland
Ohio

Hearst's International Magazine

A LIBERAL EDUCATION



What is Simplification?

How an engineering idea is helping build advertising

¶ "Simplification" is an engineering term. It is another name for standardization. It is a method of eliminating waste.

¶ Simplification pre-supposes mass production. Mass production necessitates mass selling. That means advertising.

¶ But, industrial simplification requires industrial advertising.*

That naturally leads to the use of McGraw-Hill Publications.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

McGraw-Hill Engineering and Industrial Publications

American Machinist

Power

Electric Railway Journal

Bus Transportation

Electrical World

Electrical Merchandising

Journal of Electricity

(Published in San Francisco)

Industrial Engineer

(Published in Chicago)

Engineering News-Record

Chemical and Metallurgical Engineering

Coal Age

Engineering and Mining Journal-Press

Pacific Mining News

(Published in San Francisco)

American Machinist, European Edition

(Published in London)

Ingenieria Internacional

(Printed in Spanish)

Directories:

McGraw Electric Railway Directory

(Published Semi-Annually)

McGraw Central Station

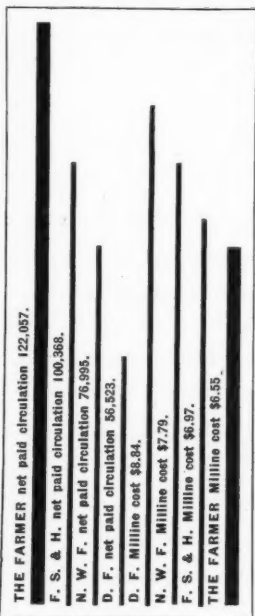
Directory and Data Book

(Published Annually)

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

Proved Best By Every Test —THE FARMER Also Is the Most Economical



EXPERIENCED advertising men long have recognized THE FARMER, St. Paul, as one of the really good farm papers of the country. They have demonstrated this by the value of business placed in the publication, for THE FARMER stands second only to Country Gentleman in volume of commercial advertising carried.

In the Northwest, THE FARMER is the only weekly farm paper. It is subscribed for by half of the farmers in Minnesota and a large per cent of those in the Eastern Dakotas.

Charts on this page show graphically why THE FARMER is not only the best but also the most economical "buy" in the Northwest today.

Ask the nearest office for "brass tacks" analysis of the farm market in the Northwest.



The Northwest's Only Weekly Farm Paper
WEBB PUBLISHING CO., St. Paul, Minn.

Eastern Representatives:
WALLACE C. RICHARDSON, Inc.
95 Madison Ave.
New York City



Western Representatives:
STANDARD FARM PAPERS, Inc.
1109 Transportation Bldg.
Chicago

"All You Need to Cover the Northwest"

When the Sales Force Goes Out After a Pennant

Some Sales Contest Ideas That the American Slicing Machine Company Has Found Effective

Based on an interview by Dana Hubbard with

O. W. Bartlett

General Sales Manager of the American Slicing Machine Company, Chicago

A FEW days ago some three or four hundred of the highest paid salesmen in the country reported back to their home offices. Brown as mummies and in prime condition after their training in the South they have started out on their annual campaign of selling the country its national pastime. A tougher sales drive than it sounds.

The analogy between the major league baseball player and the salesman is not so far fetched. The former may depend on his spikes and a limber arm rather than on samples and a sales manual, but each has a very definite quota carved out for him. Each has his territory to cover, and each is dependent pretty largely on brain work. His own plus that of his manager.

Don't let any star's brilliance cast too heavy a shadow over the bench manager. Whether he camps in a dug-out under the grandstand or behind the glass-topped desk in some office building he is the strategist, the planner who manoeuvres the player and the salesman execute. Probably the most practical sales managers and big-league pilots are those who have been through the mill. Too often they are called on to demonstrate how it's done to make the job an inviting one for a theorist to hold down. The bushy who can hit 'em a mile but slides like an avalanche and the cub who invariably interests a prospect only to miss out in closing are certain at some critical moment to pop up with the invitation: "Well, show me how you want it done."

"A salesman naturally looks to his chief for leadership," said O. W. Bartlett, general sales

manager of the American Slicing Machine Company of Chicago a few days ago. "And when he does it isn't enough for the chief to give him simply an exhibition of resourcefulness. What the salesman who is up against it needs from his sales manager is resourcefulness plus.

THE TWO POINTS OF A STAR EXHIBITION

"Putting on a star exhibition for a salesman is only half of the sales manager's job. The other half is putting it on so that the salesman will go out to tackle his next prospect primed with the determination and belief that he will do it as well as the boss.

"The salesman who sells ten of our slicing machines a week is rated an AA man. We have had men go out and sell twenty in two consecutive weeks, each to a different firm. They don't do that often, but it's worth while knowing that it can be done. A little while ago I swung out to the coast on a business trip and the opportunity to 'show how it is done' came up. I jumped at it.

"Without any attempt to give the impression that my work is superior to that of any of our salesmen I succeeded in selling thirty-five machines in thirty-three days on this test. How I did it does not matter particularly, but when our men asked me about it afterwards I impressed on them the fact that I did not use a single new idea in making these sales. Every bit of the work was along old lines. The machine and its talking points, known to all of our salesmen, furnished me with enough punch to break down any defense. Right then and there I

decided that in instructing men besides hammering away on knowing our machines and how to demonstrate them, I would insist on having them present our service talk intelligently. A salesman working with us must know how to do that or quit."

Mr. Bartlett and Arthur J. Taylor, general managers of the American Slicing Machine Company, in the last few years have gained a reputation that is more than local for successful sales contests. They have talked and written about their contests a number of times, but I asked Mr. Bartlett to discuss some of the points which have not been covered before. "Every normal man has, somewhere in his make-up, a love of games and friendly competition," he said. "Just remember, now, that I am saying friendly competition. This sport instinct is the moving force behind all our sales contests. Start the spark glowing, fan it carefully into a flame, give it more fuel, and you soon have steam in the boiler.

"There have always been sales contests and I suppose there always will be. So many of them have lacked any semblance of imagination and game spirit that they have become bromides. It is impossible to work long with salesmen without running into the man who says: 'Don't expect me to fall for that contest bunk. It's old stuff and it doesn't appeal to me.' My answer to the salesman who talks that way is: 'Don't kid yourself. A real contest appeals to anyone who is alive enough to have any sporting blood, if the company running it cuts out the bunk.'

"Let me say right here that it takes time to get salesmen to look on sales contests as games. Time and sincerity. The sales manager who is counting on trying his hand for the first time at a sales contest needs to work slowly and think straight or he will find his men taking a cynical point of view. I have been handling salesmen for almost twenty years and I am frank to say that it took me a good part of that time to find out

what would go across and what wouldn't. Bunk won't.

"Every salesman likes to be known as a producer. That is basic. Pride is the one quality that is right in the fibre of ninety-nine out of a hundred men who are selling goods. The right appeal to that pride will move obstacles that seem to be as solid as the hills. Now the check that a man wins as a prize is important, but lots of times he has his eyes fixed on something besides that.

"If you can get down under his skin you will find that what pleases him most and what he remembers longest is the recognition that he is a top-notch. We all like to be told nice things when we earn them. Even the cynical old-timer will warm up with contest spirit when recognition from his associates and the home office is in the balance.

"There is one veteran on our staff who is always slow to get enthusiastic about contests. Luke-warm about describes him until he gets the feeling that he may not be up among the leaders. Then watch him open up. Out of our 125 salesmen at least 75 per cent are interested, not mildly and passively, but keenly in the contests we put on every year. They are looking forward to them, honestly eager to compete. The others are the new men just breaking in who haven't been with us long enough to catch the spirit of the game."

BRINGING OTHER FACTORS INTO PLAY

The sales executive who is running a sales competition will find occasionally that it pays to think beyond the salesman as he knows him during business hours. When he digs into the matter he finds that the salesman's wife and family have a big interest in his work. Their pride in his accomplishments can be made an important factor in setting new sales records.

"Last fall," says Mr. Bartlett, "we offered a turkey at Christmas to every one of our men who beat his quota of sales. The size of the bird depended on the number of machines sold above what we had

Newspaper Advertising Is Most Effective for Local Use Over the Signatures of Local Dealers

That is why local department stores prefer the evening newspapers for use in creating sales and why the national advertiser desirous of similar results should do the same.

A review of real conditions in some of our leading cities, using Sept. 30th A. B. C. figures:

MORNING NEWSPAPERS

| | TOTAL | CITY | SUBURBAN | CITY AND SUBURBAN | COUNTRY |
|-------------------------------|---------------------------------|------------------|----------------|-------------------|----------------|
| Boston Post.... | 376,240 | 190,641 | 56,375 | 247,016 | 129,224 |
| Boston Globe (A.M.).. | 115,806 | 51,375 | 16,031 | 67,406 | 48,394 |
| Boston Herald.. | 114,835 | 60,674 | 16,356 | 77,030 | 37,762 |
| New York Times | 330,977 | 183,939 | 70,714 | 254,653 | 74,249 |
| Phila. North American | 159,741 | 44,959 | 30,886 | 75,845 | 83,896 |
| Phila. Inquirer . | 245,176 | 166,281 | 43,766 | 210,047 | 35,129 |
| Chicago Tribune | 517,184 | 290,395 | 81,530 | 371,925 | 145,259 |
| St. Louis Globe Democrat | 205,367 | 117,902 | 15,484 | 133,386 | 71,865 |
| | 2,065,326 | 1,106,166 | 331,142 | 1,437,308 | 625,778 |
| | 30% outside trading zone | | | | |

EVENING NEWSPAPERS

| | TOTAL | CITY | SUBURBAN | CITY AND SUBURBAN | COUNTRY |
|-------------------------|--------------------------------|------------------|----------------|-------------------|---------------|
| Boston Globe... | 158,801 | 131,944 | 17,784 | 149,728 | 9,070 |
| Boston Traveler | 117,802 | 93,529 | 14,360 | 107,889 | 9,893 |
| N. Y. Globe.... | 166,237 | 146,645 | 15,355 | 162,000 | 4,237 |
| N. Y. Sun..... | 178,961 | 159,234 | 13,598 | 172,832 | 6,144 |
| Phila. Bulletin.. | 485,145 | 356,433 | 100,320 | 456,753 | 28,392 |
| Chicago Daily News... | 371,078 | 325,018 | 25,135 | 350,153 | 20,796 |
| St. Louis Post Dispatch | 175,067 | 148,408 | 9,000 | 157,408 | 17,656 |
| | 1,653,091 | 1,361,211 | 195,552 | 1,556,763 | 96,188 |
| | 6% outside trading zone | | | | |

The advertiser gets greater direct efficiency for his dollar spent in evening newspapers.

THE NEW YORK GLOBE

Member A. B. C. JASON ROGERS, Publisher Member A. B. C.

set as the normal number that any salesman should dispose of. To give this contest an added element of human interest we asked each man to appoint a child in his family as his mascot, realizing that every one of them would work his head off to make some youngster happy at Christmas. At the same time we knew that the salesman's wife and little son or daughter would let nothing remain undone to bring home that turkey. So just as soon as a salesman told us the name of his mascot we got in touch with the child, telling all about the contest and explaining that we counted on the mascots to help their salesmen make a creditable showing. They certainly did.

"The way that these youngsters took to the plan was amusing and at times the intensity of their interest was almost pathetic. 'Dear Mr. Bartlett,' one little girl in Scranton, Pa., wrote me. 'My father has told me about your wonderful Christmas proposition, and I am delighted to have the honor of sending in my name. Of course I expect at least a ten-pound turkey, but I believe we shall by hard work have a seventeen-pound one, and I will do my share eating it. American slicing machines will be seen in most meat shops and the wise people who have their meat cut by it will frown when they see another make. I know that my father will at least sell from ten to fifteen slicers. P. S. We will order turkey from some man who buys a new machine from now until close of contest. This may be means of a sale.'

"Two weeks later she wrote me again that her father had been sick with the grippe. She was a little disheartened, but wrote: 'Every time I go into a butcher shop the first thing I do is to look and see if they possess a slicer. I have noticed that two haven't any, and today I gave their addresses to my father, and he is going to call on them and sell at least one. If my father sells over fifteen slicers he has to buy me a wrist watch, so I am keeping him busy.'

"Well, she won her wrist watch and a seventeen-pound turkey. This little mascot simply refused to let her father fall down on the 'proposition.'

MAKING SALESMEN FEEL THAT THEY ARE "PICKED MEN"

"I have already said that a salesman's greatest compensation in a contest is not the intrinsic worth of the prize he wins," Mr. Bartlett went on. "We have now planned a contest which begins in April and runs for four months. The rewards are trips with expenses paid to our New York and Chicago offices. But the trips themselves are not the real incentives. The one thing that will make our men get out and sell more than usual is the prestige of attending these meetings as marked men, important in the organization and picked to be the guests of the management at sessions where highly important company matters are being considered.

"Men whose sales are above the ten-thousand-dollar mark qualify to make this trip and become members of the \$10,000 Club. But we don't want them to stop there, so we are awarding radio sets for everyone who goes over this mark. A salesman who betters it by 20 per cent receives a set. The fellow whose sales are 40 per cent above it gets a better set and so on up to the man with a 100 per cent record who wins an expensive set that any fan can well be proud of owning. In our contests we don't, as a rule, award three or four prizes and consider that we have done our share.

"We plan to have a prize for every man on the staff who establishes his ability as a producer by coming up to certain standards. That is important. Make the man fight it out with himself instead of with other salesmen who may be out of his class and you bring out the man's personality and tie him closer to the house. It is important, too, that the salesman shall see the contest as a fight with himself. If he looks at it in this light the chances are that he'll win it."

"From a strictly business point



Speaking of NEW ORLEANS~

*If you're Buying
circulation ~
These figures mean
something to you*

The Times-Picayune has by far a greater circulation than any other New Orleans newspaper. Its net paid average circulation for March, 1923, was—

SUNDAY 105,706

DAILY 80,394

**SELL NEW ORLEANS THROUGH
The Times-Picayune**

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN,

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, San Francisco and Los Angeles



If all the corn grown in Iowa in a year were loaded on one freight train, the train would be so long that the engineer would be ringing the bell in San Francisco while the rear brakeman was sitting in the caboose in Boston. That means Buying Power.

EVERY foot of Iowa is fertile—no mountains—no barren sections. Its farm lands and farm products are worth millions more than those of any other state. Iowa has never had a crop failure. Of the limited corn growing land of the world, the best lies in the mid-Mississippi Valley and centers of Iowa.

Iowa's farm property alone is worth over \$8,500,000,000. But Iowa is not a "rural" state. Fifty-nine per cent of its people live in cities and towns. Since the automobile has revolutionized farm life, no Iowa farm is more than twenty minutes from a railroad station. Five out of every six Iowa farms have telephones.

Iowa's per capita wealth is the highest and most evenly distributed in the United States. Federal Income Tax returns for 1920 showed that Iowa has more people with incomes in excess of \$10,000 than any other state west of the Mississippi river, with only one exception. Iowa has more banks than any other state in the Union. Its factories turn out \$800,000,000 worth of products annually.

"Your co-operation in introducing Nu-Shine into the state of Iowa was more than we anticipated. We are getting splendid results from The Register and Tribune."

NU-SHINE SHOE POLISH



In 1922 the Iowa hen could have taken her products to market and sold them for enough to have bought all the oranges, lemons and grapefruit grown in California, and had five million dollars surplus for her savings account. That means Buying Power.

IOWA is the richest market in the world, population considered. Manufacturers who go after Iowa business through branch houses, salesmen with headquarters in Iowa, and aggressive, well planned advertising in Iowa newspapers find Iowa a most fertile market.

If you would like to know more about the sales possibilities for your product in Iowa, write to the Merchandising Department of the Des Moines Register and Tribune. We believe we can help you solve your Iowa selling problems.

DES MOINES REGISTER AND TRIBUNE

134,284 Daily. 124,620 Sunday

Net paid average six months, ending March 31, 1923

"Our salesmen have written us complimenting The Register and Tribune very highly on the merchandising service you have given them in connection with our Iowa campaign."

KIRK'S JAP ROSE SOAP

of view what do you feel that you get out of your sales contests," I asked Mr. Bartlett, and it was easy to see that the question amused him. "That is a fair question," he said. "I wouldn't want to give you the impression that we hold them merely for the fun of it. The company has a good time, to be sure, but being in business we have to keep our feet on the ground and think of dollars and cents. Here are some of the things that our contests have produced: Loyalty, enthusiasm for work, the best ability that lies in a salesman, intensive representation in our territories, wider distribution of our machines and greater factory production with a net result of dollars and happiness for everybody.

"The American Slicing Machine Company is careful about putting a man to work on its sales force. We insist that he have a car of his own, for example, and that he be bonded. When a man comes to us for a position his salesmanship has to come to the fore right off because he has to sell himself thoroughly to us before he can go to work. In handling men of this calibre it is the essence of good business to treat them as we expect them to treat us.

"We preach golden rule salesmanship to them and practice it in our relations with them. Get what you go after, but get it on the square is the ideal we want our men to carry with them. It is this ideal that has humanized our selling. It is this that has made our salesmen work with us instead of for us. A sales manager is judged a success or a failure as his salesmen sink or swim in the pond of business, and we know from what is now a long experience that sales contests have been the Big Something that has kept our salesmen driving ahead."

Selling slicing machines and playing major league ball. The two have more in common, perhaps, than might appear at the first casual glance. Whether it is a question of beating last season's quota of machines or last season's batting average, the day in day out

monotony is leavened by the sport spirit that makes a game out of the grind. As for the manager, let him get out his imagination and give it rein. The team that sings under the shower baths will pound out the winning runs. The sales force that can inject its dormant sport instinct into its work will sell. It may be a heavy load on the manager's imagination but as someone has put it: "If there were no castles in Spain there would be no houses in London."

Lighting Fixture Dealers Advertise Co-operatively

A newspaper advertising campaign for the purpose of calling attention to the importance of lighting fixtures in building is being run by the Lighting Fixture Dealers' Society, of Philadelphia. The symbol of the society appears in the upper centre of the copy together with the words "For your protection." The opening lines of the copy state that "wherever you see this insignia you may safely buy your lighting fixtures." The slogan of the society is "Notice the Lighting Equipment" and many dealers in Philadelphia are tying up with the campaign by running individual newspaper advertisements featuring the slogan. The co-operative advertising carries a list of the members of the society.

Automobile Appeal in Co-operative Church Advertising

Realizing that many people at this season of the year are more inclined to go motoring than to church on Sundays, a group of Philadelphia Presbyterian churches used newspaper advertising one Saturday in which they addressed the motorist in his own language. The copy ran as follows: "Self starters. A gentle push on a pedal will start most automobiles. With others someone must run around front and turn a crank. So with people about going to church. Many start to church regularly every Sunday morning. Others have to be 'cranked' by their wives, or by an invitation like this. Be a self-starter tomorrow. Select a church home and support it by your efforts."

W. W. Drum with Cleveland Firm

W. W. Drum, recently advertising manager of the Westgate Metal Products Company, Oakland, Cal., has joined the Central Brass Manufacturing Company, drinking fountains and "Quick Precision" faucets, Cleveland, as sales manager. Mr. Drum was formerly with the advertising and sales departments of the Gates Rubber Company, Denver.

9, 1923

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WE OFTEN hear a manufacturer say: "I am not interested in the smaller store or in the smaller town. I want to sell only the big store market."

Nine times out of ten he manufactures a staple article with possibilities for universal sale.

He does not know that the retailers in towns of 5,000 and less serve 52.9% of the population of the United States—that the retailers in towns of 25,000 and less serve 64.2% of the population.

These stores are just as capable of and willing to handle the great majority of products as those of the larger centers. The manufacturer who makes no effort to secure them as distributors is short-sighted. He is choosing to operate where competition is keenest and is ignoring the great opportunity for widened distribution.

The Economist Group publications reach 40,000 merchants and buyers in 35,000 stores in 10,646 towns large and small (there are but 287 towns of over 25,000 population). They offer the means for really wide distribution in the kind of stores which select and sell over 75% of the nation's dry goods, apparel and allied merchandise.

THE ECONOMIST GROUP

239 West 39th Street
New York City



never
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words
Gum
vertising
en arise

VERTIS

the lively liveliness
pure that makes

Beech-Nut Gum

a lasting pleasure



THE POWER OF POSTERS

never been more ably demonstrated than in the design
strated above. It presents a picture—carefully executed, a
words—tersely presenting the distinctive features of Beech-
Gum and a selling thought—skillfully handled. Poster
vertising is especially adaptable in the unusual situations that
en arise in the marketing of trade-mark goods.

POSTER ADVERTISING CO., INC.

350 WEST 57TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago
Milwaukee

Cleveland
Akron

Cincinnati
Richmond

St. Louis
Atlanta

Pittsburgh
Wilmington

Philadelphia
Milwaukee

**Put it up to
this container**



That selling problem

The problem which must be met—selling more goods at the lowest possible cost per unit—finds a real solution in the Brooks Display Container (Patented).

This sales force knows no off days nor low vitality. It stands at its post on the dealer's counter from the time the first customer enters until the last one leaves. It attracts, reminds, convinces, sells.

You can use this display container as effectively as the many manufacturers who have already found it indispensable.

Send us a sample of your product and let us know the number of units to be packed in a container. Please specify any preference of design and colors, and state quantity of containers desired. We shall submit an attractive proposition.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

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Getting the Proper Background for Business-Paper Copy

Methods of Acquiring a Knowledge of Retail Conditions

By R. L. Burdick

OF late years, advertisers and advertising agencies, particularly the latter, have been showing a tendency toward selecting copy men, as well as merchandising executives, who have had actual experience in the retail field, to handle trade advertising campaigns. The retail journals, possibly, pointed the way toward this excellent step, as they early realized the necessity of having only men of real experience and knowledge in retail selling in editorial and advertising service positions.

There can be no better training for the work of writing trade copy than actual experience behind the counter. A man who has earned his living by waiting on customers and aiding in the management of a retail store has a thoroughly laid background for writing copy addressed to merchants, because he is able to project himself, as a copy man, into the place of his readers and write in a manner which he knows will play suitably upon retailers' mental reactions. The strongest kind of copy is that which a person can write to himself when he can completely visualize himself in the place of his reader.

Next to actual experience of this kind, the most valuable means of acquiring a working background for writing trade copy is that followed by a number of manufacturers' and agencies' copy men—the taking of short trips out among merchants either alone or in company with manufacturers' salesmen. Sometimes this is economically accomplished in a busy advertising agency by having copy-men in rotation alternate with the field investigators of the research departments. Such direct

contact with merchants will serve to give a copy man a more real picture of his audience than any amount of office study can possibly yield. The interests, the mental processes and the trade language of retailers can be absorbed to a remarkable degree by the observant copy writer on a trip of this kind.

OTHER WAYS TO GET BACKGROUND

Since it is impossible to expect that all, or even most, copy men have the time or opportunity to get so thoroughly familiar at first-hand with the merchants of the country, other means must usually be found for obtaining a general understanding of trade terms and the style to be used in preparing copy addressed to retailers. Since all of these are indirect means of learning what is best secured direct, they should be supplemented whenever possible by first-hand study. The following are offered as suggestions, rather than as rules, to the office-bound copy writer.

An excellent indicator of the style, tone, or grade of language to be used in copy for any particular trade group is the editorial section of the publication in which the advertisement is to appear. If a circular rather than a display advertisement is the job under consideration, it may be well to run through several retail business publications read by the particular trade group, as the style of writing often differs among such publications, owing to the fact that they appeal to different classes of merchants within their general trade field. As a general rule, editors of retail journals write their articles in phraseology of the business and in a style or tone suited to the readers, whom they study constantly in their effort to meet readers' needs.

Usually the editorial language of a publication of this kind is aimed slightly higher than the readers' general language and intelligence, not enough to be "over their heads," but sufficiently above average to educate and raise the standard of the particular retail group.

The advertising pages of the leading retail business papers may also be taken as reasonably good guides to the form and style of copy suitable to the readers, especially if the publication maintains a service department which prepares copy for a number of advertisers. The service men in these publication offices have, as a rule, such close contact with merchants that they know how to write copy for this purpose very well. Manufacturers or agency men writing trade copy can also check up their style as to its suitability by getting these service men to read and comment on proposed advertisements.

Still another, but less direct, method of acquiring that "sense" of retailers' habits, needs, and language, which is essential to the skilful preparation of trade copy, is offered by contact with manufacturers' salesmen. In the sales department of practically every manufacturing concern having trade distribution, the salesmen come and go from the home office at more or less regular intervals. The copy writer, whether in the offices of the concern itself or in its advertising agency, should make it his business to see these salesmen as frequently as possible and to draw them out along the lines of retailers' characteristics.

Valuable criticism of advertising copy may sometimes be obtained from these men, particularly criticism of trade advertising, because these representatives are in constant contact with wholesalers and retailers and can see their point of view. Unfortunately, however, such conferences often prove merely that salesmen are not good advertising men and their criticisms are tinged with prejudice or personal feeling and must be taken with the proverbial grain of salt. Then,

too, road men, in common with many other persons—sometimes even the highest executives of the concern—often have difficulty in imparting their knowledge of merchants to others, even though they may be thoroughly steeped in the facts. The copy man who has the knack of getting information from these sources rather informally, can secure many sidelights which will enable him to phrase his copy in suitable language.

CORRESPONDENCE AS A COPY SOURCE

There is yet a further but generally neglected means of getting a clear understanding of retailers' mentality, reactions and language—the manufacturers' daily correspondence with the trade. Even in the routine mail of inquiries and complaints a copy writer can pick up valuable ideas for addressing his audience.

In some manufacturing companies the correspondence, excepting orders, with merchants is not handled through the regular sales department, but is taken care of by a separate division, known usually as the sales promotion department. This is the custom particularly when the goods are sold through jobbers rather than direct to retailers. In this event it is a fairly simple matter for the copy man in the advertising department (if a separate organization from the sales division) or the agency man, to spend a portion of his time examining this retailer correspondence. If, however, such correspondence is scattered through the general sales department, it becomes a more difficult task, but one well worth accomplishing because of the illuminating results that may be garnered from the reading of merchants' language and arguments.

In the usual condition of a copy writer's job, which keeps him under pressure turning out page after page of copy without much opportunity or time for research and study, these latter methods of getting acquainted with retailers may seem impracticable. However if a copy man can so organize his time as to give even a



Rotogravure Advertising

You know all about the effective possibilities of Rotogravure Advertising in general. But do you fully realize the peculiar importance which attaches to the Rotogravure Section of the Washington (D. C.) Star?

Published here in the National Capital—it is full of national and international interest—giving a really remarkable setting for your advertising.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

brief period each week to visiting salesmen and reading trade correspondence, he will find that not only is he able to write better copy but also to prepare it in shorter time. A writer who has spent half a day filling his mind with impressions and a vocabulary gathered from perusing a manufacturer's trade correspondence, can often produce a dozen pieces of trade copy in half the time he would spend on the same job were he to "go at it cold."

A Product Is Advertised as a Profitable Partner

Garden farming is a partnership according to D. M. Ferry & Company, of Detroit. In their advertising the company draws a comparison between seeds and a business partner. "What kind of seeds do you buy? Four-flushers or producers?" queries the caption at the top of the copy. "When you buy seeds you take a partner," the copy continues. "If your partner is a four-flusher you are done. No chance to change horses in mid-stream. You are hooked up for a whole season, for better or worse. You have got to use sense in choosing your garden partner." Then follow the reasons why Ferry's seeds make profitable partners with which to enter into a working agreement.

Tobacco Account for Andrew Cone Agency

The Patterson Bros. Tobacco Corporation, of Richmond, Va., has placed the advertising of all its products, except "Queed" Tobacco, with the Andrew Cone General Advertising Agency, Inc., New York. The Hancock Payne Advertising Organization, Philadelphia, will handle the advertising of "Queed."

The company, according to F. A. de Pillis, chairman of the board of directors, plans to devote its principal attention to a national campaign on its Matoaka Blue Ribbon smoking tobacco and Matoaka cigarettes.

Cleveland Better Business Commission Advertises

An outdoor advertising campaign is being conducted by the Better Business Commission of Cleveland, O., to guard the people of Cleveland against fraudulent securities. The theme of the campaign is, "Before you invest—investigate."

Joins United Advertising Agency

Victor R. Broberg, recently with the advertising agency of B. R. Sherwood, Brooklyn, has joined the New York staff of the United Advertising Agency.

Birmingham, Ala., Interests Buy Montgomery "Journal"

A controlling interest in the Montgomery, Ala., *Journal* which was held by Horace Hood, Sr., its founder and editor, and Frank Harvey Miller, its publisher, has been bought by Frederick I. Thompson, B. B. Comer and Donald Comer, all of Birmingham.

Mr. Thompson is publisher of the Birmingham *Age-Herald*, Mobile *News-Item* and Mobile *Register*. B. B. Comer is a former governor of the State of Alabama.

Under the new ownership, Mr. Miller continues as publisher of the *Journal* and Brame Hood, who has been advertising manager, becomes business manager.

For the Samsons and Methuselahs of Products

S. A. CONOVER COMPANY

BOSTON, MASS., April 13, 1923

Editor of PRINTERS' INK:

Can you or your readers tell us if the following slogan is already in use: "Made Strongest—Wears Longest."

One of our clients, a well-known over-all manufacturer, is now using this slogan, and if not in prior use claims it as his own.

S. A. CONOVER COMPANY.

Joins Dayton Rubber Manufacturing Company

Clarence W. Hamilton has been appointed manager of advertising and sales promotion of the Dayton Rubber Manufacturing Company, Dayton, O. Mr. Hamilton was formerly publicity manager of the National Cash Register Company, also of Dayton, O.

"Tomb Tan" Now the Fashion

"Tomb Tan" is the newest shade for spring according to the hosiery advertising of Peck & Peck, New York, who have apparently succeeded in finding an Egyptian name other than King Tut-ankh-Amen. Not all their novelty names are imported, either, for a low-priced grade of silk hosiery is advertised as "Bread and Butter" Stockings."

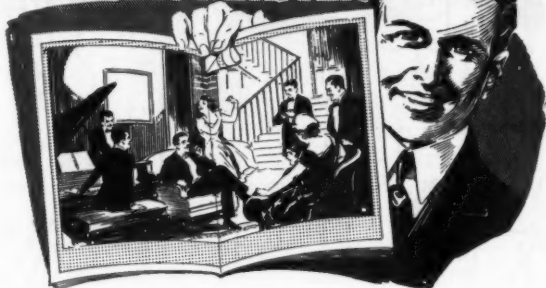
Returns to "House Furnishing Review"

Charles B. Rosengren, for several years manager of the *House Furnishing Review*, New York, and for the last three years with the *Gift & Art Shop*, New York, has returned to the *House Furnishing Review* in his former capacity.

E. W. Andrews with Brooke, Smith & French

E. W. Andrews has joined Brooke, Smith & French, Inc., Detroit advertising agency. He was formerly manager of the Morse Advertising Agency, Detroit.

"PERFECT FOLDING REGISTER"



IF you have a catalogue or booklet job in which you desire to show a number of spread page illustrations, it is not necessary to have a center spread in order to get the desired result in continuity of the illustration.

Because of the fine adjustments which can be made on the Cleveland Folding Machine, your printer can so fold the printed form that all parts of a picture on any two pages facing each other can be brought into perfect alignment.

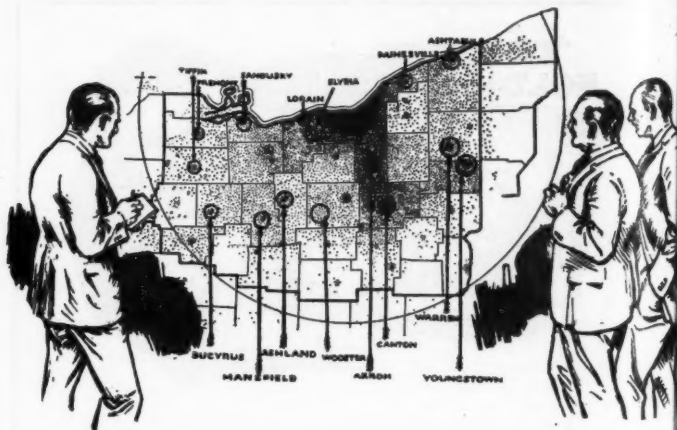
Any line or part of a figure on one page can be placed in the exact position it should occupy with regard to the position of the balance of the line or figure on the opposite page—a very desirable feature for fashion booklets and other literature where good display is necessary.

The Cleveland will fold anything that any other folding machine can fold.

Ask your printer about the Cleveland. If he does not own one, send us his name and address and we will tell him where he can have your work folded locally on one of our machines.

THE CLEVELAND FOLDING MACHINE CO.

General Office and Factory, 1929-1941 East 61st St.,
Cleveland Ohio



Every Dot Means Ten Families to Plain Dealer Advertisers

Sit forward and study the map. It is northern Ohio—second in the country in varied industries. The arc describes a radius of 100 miles—a rich market—with Cleveland as the gateway. This territory comprises over 3,200,000 people.

J. B. WOODWARD
110 E. 42nd St., New York
WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plain Dealer

Cleveland's Greatest Sale

This map tells two stories—

presentment of opportunity and fulfilment to those seeking expansion and consequential increased sales.

Note the centers of distribution. Cleveland is **FIRST** in 15 of the country's major industries. *One and one-half* billion dollars is the valuation of Cleveland's manufactured products annually. Ashtabula, one of the world's largest lake ports, Akron, the largest rubber manufacturing center, Youngstown, second in steel production, and Lorain, a large receiving port for iron ore, and shipping point for Ohio coal, are among the cities in this responsive market.

Every dot on the map represents 10 families who use *The Plain Dealer* as their Buying Guide. That means over 190,000 prospects for soap, spark plugs, washing machines, hair nets and baking powder every day, and nearly 250,000 Sunday. There is no better time to seriously tap this great buying stream of people.

Space buyers know the right media in every territory. That's their business! During 1922, The Plain Dealer ALONE carried 50.3% of ALL National advertising placed in ALL Cleveland newspapers.



Plain Dealer

ANY-priced Merchandise

R. J. BIDWELL CO.
Times Building.
Los Angeles, Cal.
742 Market Street,
San Francisco, Cal.

TAKE the next dozen pieces of Direct-Mail Literature that come to your desk, and, barring color, design and fold, the deadly Similarity—the feeling that It's All Been Done Before—discourages the man who plans to send a Printed Message with the hope that it will be singled out, opened and read.

Then why cling to the commonplace? The new Second Series of “The Printer—The Bond—The Ad” will show you something new in distinctive effects for Folders, Booklets or Broad­sides—on EMPIRE BOND. This Second Series is yours for the asking—on your letterhead.

CAREW MANUFACTURING COMPANY

Makers of Empire Bond

SOUTH HADLEY FALLS

MASSACHUSETTS U. S. A.

Business Publishers and Agencies in Get-together Meeting

MEMBERS of the American Association of Advertising Agencies and of the Associated Business Papers met at luncheon on April 10 at the Hotel Astor, New York. The luncheon was in the nature of a get-together, get-acquainted-with-one-another opportunity for the members of the two associations.

Sandwiched in between the addresses of the presidents of the associations, A. O. Backert, of the business paper association and John Benson, of the agency association, were reports of two committee chairmen of the two associations.

M. L. Wilson of The Blackman Company, spoke for the agency association as chairman of its business papers committee. Harry Tipper, of *Automotive Industries*, spoke for the publishers' association as chairman of that association's agency relations committee.

Mr. Backert, who presided, dwelt upon the aims and ambition of the two associations. He explained the purposes of the agency association as he had come to know them through association with member agencies. The ideals and standards of practice of the business paper publishers' association he related and outlined as one who had the opportunity of seeing them unfold and develop.

Mr. Benson after stressing the need of a common understanding of the purposes of the two associations, went beyond that subject and spoke on the necessity of agency men and all publishers having a realization of the fact that they must make advertising an effective, powerful and result-producing arm of selling. As an illustration he brought forward the advertising experience of the maker of Campbell Soup, quoting facts and figures given by Dr. J. T. Dorance, president of the Campbell Soup Company, in *Printers' Ink Monthly* for March.

"Net Profit" the Basis for Appraisal of Sales Managers

THE LOG CABIN PRODUCTS COMPANY, INC.

ST. PAUL, MINN., March 21, 1923.

Editor of PRINTERS' INK:

I've just finished reading C. C. Casey's very interesting article in the March 15 issue of PRINTERS' INK, "What Is a Sales Manager Worth?"

It seems to me that rather than putting so much stress on the ratio of the sales manager's salary to total sales cost, more emphasis should be placed on reducing the sales cost per unit sold.

Even this slant to the situation contains a very dangerous pitfall for the unwary, viz: making sales at little profit, or even below cost.

Several years ago in the Pittsburgh district I knew a sales manager in a line where the competition was largely a matter of price. This sales manager was so obsessed with the idea of sales volume alone, that he accepted orders over a long period of time at, or below, cost, with the idea in mind that if he could get sufficient volume he could reduce the overhead per unit sold—and the factory would make money.

Such a procedure may, in some instances, be justified, but the sales manager must keep his hands firmly on the wheel and his foot on the brake.

In the instance mentioned, although the ratio of the sales manager's salary to the total selling cost decreased, the company came within an ace of disappearing like a snowflake on a spring day.

It is well for us all to remember Schwab's dictum that, "The best salesman is the one who makes the biggest sales at the most profit," and in the last analysis (assuming, of course, that the other departments do their part) the real test of a sales manager is found in the last item on the yearly profit and loss statement, viz: "Net Profit."

THE LOG CABIN PRODUCTS COMPANY, INC.,

CLIFFORD E. SIFTON,

Assistant to Vice-President and General Manager.

Packard Sets New Profits Peak

The Packard Motor Car Company, Detroit, for the first half of its fiscal year ended February 28, reports net profits of \$4,435,559, as compared with \$2,115,828 for the fiscal year, ended August 31, 1922; a deficit of \$987,366 in 1921, and profits of \$6,276,863 in 1920, the previous peak year.

Jane J. Martin Joins Publishers' Representatives

Jane J. Martin has been appointed manager of the New York office of Carpenter & Company, publishers' representatives. She was formerly advertising manager of the Sperry & Hutchinson Company, New York.

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Now

the Hardware field,

Two and a half years ago *Good Hardware* started from scratch. Today it leads the field in reader interest and in advertising volume per issue.

What makes a magazine is the stuff that goes into it. The one thing that has made *Good Hardware* outstandingly successful is the strength and authority of its editorial appeal.

What makes a magazine valuable to the advertiser is the number of substantial people with whom it puts him into favorable contact. *Good Hardware* has been successful with the advertiser because it is successful with the dealer and because it reaches every hardware merchant and every hardware jobber in the United States.

TRADE DIVISION
THE BUTTERICK PUBLISHING CO.
912 Broadway New York

Good Hardware

The National Magazine of the Hardware Trade



This is an actual "Good-Ad" Window Sign of Decalcomanie—used on thousands of haberdashery store windows all over the country

“Good-Ad” Signs of DECALCOMANIE that “Goes On Forever”

Your trade-mark or insignia, for the product you manufacture, *permanently* and *prominently* displayed on the dealers window, not alone stimulates sales but also compels passer-by attention by the oft-repeated message it conveys.

Send for actual Decalcomanie samples to try—also, for illustrated literature and details of non-obligating, free sketch offer.

We have some particularly interesting information for advertising agents

PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue, New York

Representatives in all principal cities



Transfer

Form National Sales Agency to Market Dairy Products

Dairymen Representing 75 Per Cent of Country's Production Agree to Create Brands for Butter, Cheese and Condensed Milk and Advertise Them

"THE farmer is going to turn salesman and advertising man in earnest," said one of the nine farmers in Chicago last week who represent 125,000 of the dairymen of the Central West. "The time has arrived when he is going into marketing on a big, nation-wide scale. Butter, cheese and condensed milk are going to stop being a source of profit to everyone but the farmer. By marketing these products under widely advertised national brands he now proposes to secure for himself the profits to be made from up-to-date merchandising methods."

The foundations of a central sales agency designed to effect what may develop into a complete revolution in the marketing of many dairy products were laid at the Chicago meeting last week of co-operative associations from Minnesota, Iowa, Wisconsin, Illinois, Indiana and Ohio. Representatives of these associations, which produce 75 per cent of the dairy products of the country, voted to standardize their manufactured dairy products and sell them through an agency which will begin to work September 1.

E. B. Heaton, director of the dairy division of the American Farm Bureau Federation, has begun the work of organizing the central agency. Associated with him is Aaron Sapiro as legal adviser. Mr. Sapiro was attorney for the co-operative marketing organizations on the Pacific Coast. Headquarters for the marketing agency are to be in Chicago, although the agency will be incorporated in the State that has the most liberal co-operative marketing act.

Only the surplus milk of its member associations is to be handled by the central agency. In other words it will not attempt to

enter the field as a distributor of fluid milk. It will concern itself with cheese, butter and condensed milk, which are made from surplus milk for which the farmer has always received prices lower than those received for sweet milk.

WHY THE FARMER IS DISSATISFIED

"The farmer has always been discontented with the price he has been able to get for his surplus milk," one of the representatives of the American Farm Bureau Federation told PRINTERS' INK last week. "He has seen it made into butter or cheese and sold at a tremendous advance. One of the smaller co-operative dairying associations may use its surplus milk to make either butter or cheese. It sells this to some manufacturer with a smart selling organization who gets two or three times the price he paid the farmer. He has advertised the brand name that he gives the butter or cheese in question and is able without much trouble to get what he asks for it.

"Now the dairyman has no quarrel with the manufacturer, but he objects to the low price he is forced to take for his surplus milk or the butter and cheese he makes. What he proposes to do is get together the best selling organization he can muster and compete with manufacturers already in the field. By pooling their resources, establishing high standards of quality and trademarks, and advertising these, the dairymen of the Central West believe that they can compete with existing manufacturing and marketing concerns. Bringing manufactured products up to a high standard and creating nationally known brands are big jobs, but we believe that we can build an organization equal to them."

For some time the central sales

agency will be a Middle West proposition, the Farm Bureau Federation admits. In time, however, it is planned to have it include all sections of the country with co-operative creameries and cheese factories, all part of a federation divided into State and district groups. The central agency will make no profits, stock in the agency being held by member associations.

The plan is looked on by dairymen as the culmination of over a hundred years of co-operative marketing. In 1810 a small group of Connecticut farmers agreed to pool their products and appointed one of the number as cheese maker to operate the first co-operative factory.

The organization committee which will handle the work of putting the plan adopted into operation is composed of the following men:

J. T. Williams, president Milk Producers Marketing Company, Chicago, chairman; E. B. Heaton, Director of Dairy Marketing, American Farm Bureau Federation, secretary; H. B. Nickerson, Elk River, Minn., secretary of the Minnesota Co-operative Creameries Association, Inc., and vice-president of the Twin City Milk Producers Association; W. F. Schilling, Northfield, Minn., president of the Twin City Milk Producers Association; C. Bechtelheimer, Waterloo, Iowa, secretary-manager, Iowa Creamery Secretaries and Managers Association, B. F. Sheridan, Fond du Lac, Wis., president of the Fond du Lac County Farm Bureau; F. G. Swoboda, Plymouth, Wis., general manager, Wisconsin Cheese Producers Federation; C. R. George, Indianapolis, Ind., secretary of the Indiana Dairy Marketing Association, and director of dairy marketing for the Indiana Farm Bureau Federation; John D. Miller, New York City, vice-president Dairymen's League Co-operative Association, Inc.; E. D. Waid, Columbus, Ohio, director of dairy marketing for the Ohio Farm Bureau Federation; Walton Peteet, director of Co-operative

Marketing, American Farm Bureau Federation; J. H. Frandsen, Lincoln, Neb., dairy editor, *Copper Farm Press*, and Samuel R. Guard, director of information, American Farm Bureau Federation.

Advertising to Create Prestige for a Street

To bring about recognition of Quarrier Street, Charleston, W. Va., as the local "Fifth Avenue," thirteen merchants of that thoroughfare ran their advertising on a two-page spread beneath the caption: "Quarrier Street—Avenue of Shops." Two half-columns of space were used to praise the street and its progressive shops, and each advertisement linked quality of stock and service with the name—Quarrier.

Martin Farm Ditcher Account for Chicago Agency

The advertising account of the Owensboro Ditcher & Grader Company, Owensboro, Ky., manufacturer of the Martin farm ditcher, terracer and road grader, is being handled by Johnson, Read & Company, advertising agency of Chicago.

C. E. Howson with Corday & Gross

C. E. Howson, formerly advertising manager of the Rich Alloy Company, Cleveland, has become a member of the sales staff of The Corday & Gross Company, producer of direct advertising, also of Cleveland.

Gribben-Harris Advertising Company Adds to Staff

G. H. Simpson, recently with the Guenther-Glaze advertising agency of St. Joseph, Mo., has joined the Gribben-Harris advertising company of the same city, as an account executive.

Boston Agency Has Radio Account

The General Radio Company, of Cambridge, Mass., radio and electrical laboratory apparatus, has placed its account with Walter B. Snow & Staff, Boston advertising agency.

New Account for Moss-Chase Agency

The Pea-zo Company, Buffalo manufacturer of powdered peas, has placed its account with The Moss-Chase Company, advertising agency of Buffalo.

John K. Stebbins has been added to the advertising staff of *Edict*, Chicago. He was formerly with *Iowa Magazine*, Waterloo, Ia., and the Gundlach Advertising Company, Chicago.

The Boston Transcript Enjoyed **GOOD BUSINESS**

for the first quarter
of 1923

The Transcript's gain in local advertising was six per cent—the largest of any Boston paper, six and seven-day papers included.

The Transcript's gain in national advertising was nine per cent, the largest gain of any paper being eleven per cent.

The Transcript's consistent gains are attributable to the merits of the paper and conservative selling efforts.

Boston Evening Transcript

National Advertising Representative

Charles H. Eddy Company

NEW YORK

CHICAGO

BOSTON

The Test of Strength

NO advertising agency is stronger than its ability to sell goods for its clients.

This agency owes its success to COPY that *sells*. For eleven years it has stood or fallen on the definite results and traceable profits from its copy. And today it places more keyed advertising than any other organization in the country.

The page advertisement here reproduced is one of hundreds prepared by this agency which have sold thousands of dollars' worth of goods at a profit *by mail*. And now the same kind of copy is just as successfully selling Domino House and other products *through dealers*.

As a result of our experience in handling mail order advertising, we have succeeded in working out a new method which enables us at small cost to know the sales power of every individual advertisement in actual over-the-counter sales figures.

This method of finding and eliminating the weak advertisements in any campaign to sell through dealers is explained in our booklet "Eliminating the Dronad." We will gladly send any advertiser a copy on request. No obligation. Merely drop us a line.

Ruthrauff & Ryan, Inc.

Advertising

NEW YORK:

404 Fourth Ave. at 28th St.

CHICAGO:

225 North Michigan Ave.



What Do Plumbers Sell?

Plumbing, heating, ventilating equipment—of course you know that, but do you know that they also sell many other lines? Look at the illustration—see the washing machines, the vacuum cleaners, the electric lamps, the electric fixtures, the bathroom accessories. These items are all sold by plumbers.

Plumbers are live merchants with shops on the main street. In addition to doing a contracting business, they sell many products that are not strictly plumbing, heating or ventilating. Maybe they could sell your products. Let's talk it over.

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
1900 Prairie Avenue CHICAGO

Member Audit Bureau of Circulations—
Associated Business Papers, Inc.

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How Should a Bank Determine Its Advertising Appropriation?

A Percentage of Average Total Liabilities for a Given Year, with Certain Restrictions, Explained in Answer to This Question

By G. Prather Knapp

"HOW much do you think this bank ought to spend on advertising?"

Here is a question which is being asked in one or another form of words all over the United States nearly every day. It is being addressed by directors to the managing executives of banks, by bankers to the representatives of advertising agencies, by business managers of newspapers to their financial advertising representatives, by advertising managers to each other when they meet at conventions and in informal conferences. It is seldom very clearly or very confidently answered.

The last time the writer had to answer it was when the directors of a Pennsylvania bank came to New York for a conference on their bank's advertising plans for 1923. The conference was moving very smoothly and satisfactorily when an influential director, who is also head of a successful department store and is, moreover, a Scotchman of the canniest type, wanted to know "How do you know that this appropriation is a proper one for our bank? You've probably made it big enough, but how did you figure it out? Now in my store we take 3 per cent of sales and spend it on advertising. Have you taken any exact percentage of any exact figure in recommending this bank's advertising expenditure, and if so what is the percentage and what is the basis?"

Answering a question like that

is harder when you are talking to an operating banker than when you are talking to a department store executive, because the department store executive has a much clearer conception of what

part of his business you are talking about when you speak of sales than the banker has.

"Sales" to the banker may mean loans, since it is on those that he figures his profits, or it may mean deposits, because it is on the basis

of deposits that he makes his loans. The more enlightened position seems to be that a bank's sales are represented by the total amount of money placed in its hands by stockholders, depositors and borrowers, this total amount being the true index of the growth and possibilities of its business.

At the very outset it should be stated that total banking liabilities cannot give any reliable index to the amount to be appropriated for advertising auxiliary departments like the trust department, the bond department, the safe deposit department, or the real estate department. When total banking liabilities are used as a basis for figuring advertising appropriations, appropriations so figured must be for the advertising of purely banking services or the whole calculation is an idle one.

Another reservation must be made as to the character of the bank itself, since a purely commercial bank with a policy of restricting operations to transactions with a few large borrowing customers is obviously in a very different

HOW MUCH TO SPEND PER YEAR ON EACH \$1,000 OF TOTAL LIABILITIES

| Totals | Spend |
|-------------------|--------------------|
| 5 to 20 million. | \$3.00 per \$1,000 |
| 25 million..... | 2.00 " " |
| 35 million..... | 1.75 " " |
| 50 million..... | 1.50 " " |
| 75 million and up | 1.00 " " |

class from a bank with some twenty thousand savings depositors, some fifteen thousand personal checking accounts and only some few thousand large commercial relations.

The conclusions reached in this article on a study of this question are a resultant of many, and often of widely, divergent actualities in bank expenditure. They are intended to be a guide for the banker or bank adviser who wishes to lay some sort of generally accepted yardstick on a particular appropriation. They are submitted to such a man with considerable diffidence and with the full understanding that circumstances must always alter cases. The true basis for advertising is not what you want to spend but what you want to accomplish.

If a bank will take its total liabilities and average them for the five official statement calls of the year, it will have a base rate fairly constant and sufficiently responsive to conditions.

The total of capital and surplus and undivided profits will change but slowly.

Time and savings deposits will probably increase each year for the average bank, although their rate of increase will be more rapid in some years than in others. Demand deposits will fluctuate with business conditions and, on the whole, are likely to be higher when the bank has a profitable use for money and lower in periods of commercial contraction when safe business loans do not pay so well. This fluctuation will mean that the bank will spend more money in attracting deposits in years when these deposits can be profitably loaned. But at the same time the more static curves for capital, surplus, and savings deposits will prevent undue expansion at one time and undue contraction at another and keep the bank's appropriations fairly continuous from year to year.

A bank with five million total liabilities will not be able to cover the ordinary urban community without expending \$15,000 in a year in advertising. So that for

banks of this size the figure three-tenths of one per cent of total liabilities will be a satisfactory one, on the average.

As the bank grows it will be able to reduce the amount spent annually on each thousand dollars of total liabilities, and by the time it reaches twenty-five million total liabilities a \$50,000 per annum appropriation will probably be satisfactory, unless monopoly justifies lower figures or aggressive competition justifies higher ones. So that for banks of twenty-five million total liabilities two-tenths of one per cent of total liabilities will be a good average basis.

By the time the bank has reached thirty-five million total liabilities a still further reduction in dollars per thousand will be possible without reducing efficiency of the advertising campaigns. Such a bank might figure on spending \$1.75 annually on each \$1,000 of total liabilities.

From fifty millions to one hundred millions of total liabilities the figures may drop again to from \$1.50 for each thousand dollars of totals to one dollar in the case of the larger banks.

Over one hundred millions it is probable that any figures derived from a basis of total liabilities would be illusory.

John H. Smith Press Adds to Staff

Ben J. Sweetland and Charles B. Ford, Jr., have joined a recently established sales and service office of the John H. Smith Press, New York. Mr. Sweetland will be in charge of the service department. He formerly conducted an advertising business under his own name at New York. Mr. Ford was formerly on the editorial staff of the *American City* and more recently director of research of the American City Bureau, New York.

Mortgage Account with Frank Presbrey

The Puritan Mortgage Company, of New York, has appointed the Frank Presbrey Company, Inc., to direct its advertising.

Harry Jenkins, for the past five years in the advertising department of Gimbel Brothers, New York, has resigned to join the advertising staff of the *New York Evening Mail*.

-in Cincinnati

The ENQUIRER
GAINED $\frac{3}{4}$
MILLION LINES

Two evening papers lost—one lost 150,000 lines, the other 300,000 lines. These are the figures for local advertising computed for 1922.

What's the answer?

The reason for this enormous gain is that The Enquirer is going increasingly into Cincinnati homes—that its columns reach the "Buying Power," the woman in the home—that the merchants who use it feel its pulling power by ACTUAL results.

Covers Cincinnati every day

Covers in the way that pays

L. A. KLEIN
50 E. 42nd St.
New York

R. J. BIDWELL CO.
742 Market St.
San Francisco

L. A. KLEIN
76 W. Monroe St.
Chicago

The CINCINNATI
ENQUIRER

One of the World's Greatest Newspapers



No. 5:—What Do You Know About

CHARLOTTE

The commercial and distributing center of the Carolinas.

Population of Charlotte and suburbs, 61,900. There are 2,000,000 people within a radius of 100 miles.

The textile manufacturing center of the South. Within a radius of 100 miles of Charlotte, there are 757 textile mills operating over 10,000,000 spindles and consuming more cotton than any other similar district in the world.

The annual output of the textile industries in North and South Carolina is now approximately \$1,255,315,000.

The bank deposits of the two States have reached a total of \$528,375,285, and the resources a total of \$686,849,885, this being an increase in banking totals of approximately 64 per cent over 1918.

Charlotte is a distributing center for textile mill machinery and equipment. 200 nationally known manufacturers maintain branch offices at this point.

Charlotte has four railroad lines with 100 trains a day.

Charlotte is the center of one of the largest hydro-electric developments in the United States.

Is an important distributing point for automobiles and accessories in the Southeast.

Sell it South





Now About Southern Markets?

In addition to textiles, Charlotte's manufacturing includes cotton seed oil, automobiles, automobile tires, furniture, textile mill machinery and equipment, etc.

As a manufacturing center, Charlotte is developing with exceptional rapidity due to ample power at a low rate and in close proximity to the sources of raw material for the manufacture of finished products from cotton, cotton yarn, cotton seed, cotton oil, tobacco, wood pulp, and lumber.

Two other important factors are adequate transportation facilities to and from all parts of the country and a very desirable type of high-class white labor available for every manufacturer—pure American, unaffected by foreign influence.

NORTH CAROLINA

Has 5,999 manufacturing plants, primary horsepower 549,878; value of products, \$943,807,000. This includes 350 cotton mills; 62 cotton seed oil mills; 2900 lumber plants; 129 textile mills other than cotton mills; 142 foundries and metal working plants, etc.

North Carolina has 184 native minerals, including iron, copper, gold, corundum, manganese, kaolin, graphite, talc, asbestos, lime stone and others.

North Carolina has 32 jobbers and dealers in mill supplies and machinery. 450 hardware jobbers and dealers. Automobile distributors and garages 877. Electrical jobbers and dealers 112.

Thru These Recognized Southern Business Papers
W. R. C. Smith Pub. Co., Atlanta, Ga.





ERWIN, WASEY & COMPANY

Advertising

CHICAGO

NEW YORK

PARIS

LONDON

Visible in our work is that effective coördination with the client's sales program that is possible only after continuous and intelligent study of his problems

We have complete advertising organizations in both London and Paris, for the service of clients doing business in the United Kingdom or on the Continent

A Charity Advertises for Future Remembrance

The Oldest Orphanage in This Country Uses Newspapers to Induce People to Make It a Beneficiary in Their Wills

WHILE the paid advertising of recognized charitable organizations is no longer something to marvel at, the campaign of the Union Society, of Savannah, Ga., has developed a copy angle so different from the usual run that it is well worthy of special mention. As a rule, charity advertising is designed to get donations. The campaign may run a week or it may run a month. Just as soon as the necessary sum is pledged, however, or when the advertising has run its scheduled course, it ceases. Few charitable organizations use paid space continuously or with an eye toward future returns rather than immediate results.

An exception is furnished by George A. Mercer, a prominent realtor of Savannah.

Mr. Mercer is president of the Union Society, an organization that is in charge of the Bethesda Orphans' Home, an institution for orphan boys from three to eighteen years old. The home was established by George Whitfield, the companion and co-worker of John and Charles Wesley, as long ago as 1740. It is located about seven miles from Savannah and has a good reputation as a well-kept and properly conducted institution. But somehow it never seemed to get along. It never had enough money to do properly the work it was cut out to do. It owns a considerable plot of land, with only a small portion of it under cultivation.

The large brick house which is the principal building on the grounds was for a hundred years in an unfinished condition.

When Mr. Mercer was made president of the Union Society he

BETHESDA

A few days ago an old Savannah boy who is now living in Florida said that he would like to draw a Will and leave something to Bethesda. He stated that while he had left Savannah, that he still had many friends here and all the associations of his early life were here, and he wanted to do something for a worthy charity and that he had picked out Bethesda.

He drew his Will and left her a bequest.

Not so long ago the same thing happened with a young man who had moved to Atlanta.

Both of these men realized that Bethesda is doing a fine and noble work, and that any money they would leave her would be well placed.

If you are looking around for some worthy charity to leave some of your surplus funds at death, why not remember Bethesda, the oldest orphan home in the United States, and one that has been doing good work for over 180 years.

There is no finer way in which you can use your money than by helping the orphan boy develop himself.

The President of the Society stands ready to draw the Will of anyone free of charge who will make a bequest to Bethesda.

These "Bethesda" stories were submitted by a friend of "Bethesda," the oldest orphan home in the United States, and are published for the purpose of inducing others to make similar bequests. The stories are not intended to be taken as facts, but as suggestions of the kind of thing that can be done.

A SERVICE IS OFFERED TO THOSE WHO WILL NAME THE INSTITUTION IN THEIR WILLS

began to interest people of means in the institution and set about to work out some plan by which the attention of philanthropists and others might be directed to Bethesda and the work it was doing. Having been successful with newspaper advertising himself he decided to apply this remedy to the situation at Bethesda. He secured an appropriation through a

friend of the institution to be used in the newspapers and in other places and he started out on a campaign of advertising Bethesda.

The advertisements as a rule do not ask anyone to give anything to the asylum at the moment. The plea is made for future gifts. It is asked that Bethesda be made a beneficiary under the wills of the well-to-do. The advertisements are direct in their appeal and the arguments presented are convincing. Occasionally a picture of a bright boy at Bethesda is printed in one of the advertisements to show what class of youngsters are being cared for there.

"I am quite sure that many bequests have been made to the home or will be made in wills yet to be drawn as a direct result of these advertisements," says Mr. Mercer. "I hear of people frequently who have had their attention drawn to Bethesda and the work it is doing by these announcements and I know personally of a number of bequests we will get at the proper time because of this advertising. There was a time when only the people of Savannah gave to this enterprise that takes care of parentless boys or those with only one parent, and they did not give with any too great frequency. Now it is not unusual for representative men at points removed from Savannah to remember Bethesda in their wills. Within the past few weeks an attorney in a town nearly 100 miles from the city left us a bequest. I doubt if he had ever visited Bethesda. His knowledge of it was gained largely through appeals in the advertisements."

Join Chicago Staff of Legion Weekly

F. S. Day and D. J. O'Leary have joined the Chicago office of *The American Legion Weekly*, New York. Mr. Day was formerly with *Hearst's International* at Chicago. Mr. O'Leary was on the business staff of *Vogue* at New York.

Peter Averill, recently sales promotion manager of the Stanley B. Moore Company, Cleveland, has formed a direct-mail advertising business at that city under the name of the Cleveland Sales Company.

Window Displays of Value to Exporters

PERHAPS, because window displays with Americans are the accepted thing, the value in some foreign countries of this form of advertising is underestimated by Americans reaching after export trade. A recent report of the United States Department of Commerce has the following advice to give in this regard:

"American exporters should carefully consider the possibilities of window displays in foreign countries. That these form, in lines adapted to purposes of display, a ready aid to the sale of American goods in foreign markets is indicated by the attention which such window displays attract among passers-by. For example, it is stated that crowds of Japanese stand spellbound before window displays of Occidental wares.

"Window displays of the proper kind cannot, however, be arranged except through close co-operation with the exporter's agent or dealer abroad. The proper material, such as backgrounds and cut-outs, has to be sent to the agent or dealer, with instructions as to its use. If a firm has a foreign salesman in the field, he should devote some portion of his time with the firm's foreign connections "selling" the idea of the value of window displays and, when necessary, actually assisting in their arrangement. In all cases where the line permits, the export manager should consider the possibilities of window displays as an integral part of his selling plans.

"The chief obstacle in the path of foreign window displays is that even in many of the larger cities of such markets as Latin America and the Orient only a few of the most modern stores have windows in which proper displays can be made. The custom of covering up the windows at noon and night with heavy iron shutters further limits the advertising effectiveness of these. However, at least half the cities in which the average exporter does business offer window-display possibilities."



"It's beautifully gotten up!"

That's her first thought as she glances through your little booklet, printed on Hammermill Cover.

Its type is clear and distinct, the illustrations effective. Hammermill Cover has enabled you to give the right background to your merchandise.

Gain her attention for your booklet—and she'll buy your goods.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL COVER

Single and Double Thick

Tribute Paid to the Memory of F. Wayland Ayer

At Memorial Service at Camden,
N. J., Addresses Are Made by
Old Friends That Tell of Con-
tributions Made to Religion,
Business and Agriculture by the
Late F. Wayland Ayer

THE varied facets of the life of the late F. Wayland Ayer, co-founder of the advertising business of N. W. Ayer & Son, were turned to the light by old friends who knew him from different approaches on last Saturday night, April 14.

The occasion was a memorial service in Camden, N. J., the place where Mr. Ayer had made his home. The memorial services were held at the North Baptist Church. It was at this church that Mr. Ayer had been for more than fifty years the Sunday-school superintendent. It is said that the assemblage which this service brought together was the most significant of its kind that Camden has ever witnessed.

There were as speakers: Earl D. Babst, president of the American Sugar Refining Company, who told the story of F. Wayland Ayer as a business pioneer.

Harry Hayward, former dean of the agricultural department of Delaware College, and now in charge of the agricultural division of N. W. Ayer & Son. Mr. Hayward told of Mr. Ayer's "great and constructive contribution to agriculture in this country."

Cyrus H. K. Curtis, head of the Curtis Publishing Company, who at one time was a neighbor of Mr. Ayer's at Camden, spoke of Mr. Ayer as "a friend."

James G. Colgate, president of Colgate & Co., bankers of New York, who had long been intimately associated with Mr. Ayer in the national work of the Baptist Church, and as a fellow trustee of Colgate University, pictured Mr. Ayer as a religious leader.

Dr. John R. Mott, general secretary of the International Com-

mittee of the Young Men's Christian Association, spoke of "Mr. Ayer, The Christian Statesman."

In his address on Mr. Ayer as a business pioneer, Mr. Babst said, in part:

"As a business pioneer, Mr. Ayer entered a wilderness as tangled, trampled and unpromising as the most venturesome heart might desire.

"I wish you were in a business I could respect as much as I respect you," was the challenge addressed to Mr. Ayer by an early business friend. In a characteristic reply that was also a prophecy, Mr. Ayer said, 'I have put my hand to the plow, and with the help of the Lord I am going to finish the furrow; and before I have finished it, if we both live, you are coming to me some day to say that you respect me for my business as well as for myself.'

"The advertising wilderness had no well-defined paths of ethical conduct and the challenge of Mr. Ayer's friend had ample foundation. 'The more I learned of the inside of the business,' Mr. Ayer said later, 'the less I liked the ethics then in vogue. Advertising was on much the same plane as selling second-hand clothing is today. The advertising offered and sold was what I called the ready-made variety. If the list of publications happened to come anywhere near fitting the buyer of the advertising, well and good. If not, the buyer was the loser.'

"His encounter with these conditions, and the spurring challenge of his friend's remark, were the turning point in Mr. Ayer's early career. He determined to develop solidity, soundly and ethically, like a healthy tree, which—to use his own language—Must have for every branch above ground a root down below the ground; unless its roots balance the branches no tree will stand up against storm and stress.

"This resolution, so simply and so clearly taken, was a sharp departure from the beaten path and marks Mr. Ayer as a business pioneer."

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What You Want to Know

We have analyzed this rich market for you, dissected it into bits of valuable information, compiled comprehensive statistics and have arranged the whole into compact form just the right size to fit your file.

Shall we send you a copy?

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
236 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago



Houses we never see, doors we never open . . .

THE size and congestion of New York appall the newcomer. After much confusion, he finds his way around; once found, he keeps it. Day after day, his route runs down the same streets, avoiding other avenues. There are thousands of streets he never tries, thousands of buildings he never sees, thousands of doors he never opens, thousands of people he never comes to know.

Likely enough, the newspapers now resemble the city—bulky pages of print the reader has no opportunity to peruse.

In the golden age of the New York newspaper, Dana's famous *Sun* of four pages could be thoroughly read. Today's paper of forty odd is seen only in part and never wholly read.

The path of the reader's interests and eyes follows certain pages and certain places on the page. There are streets he never tries—some advertisers' invitations. Houses he never sees—some adver-

tisers' names. Doors he never opens—some advertisers' opportunities. And people in print he never comes to know—some of whom may be you!

THE problem of reaching your New York prospect is not only inter-paper, selection of the right media; but intra-paper, selection of the right place. The trend is either back to Dana or on to something better—the tabloid.

Less than four years ago, the pictorial tabloid News was started—to fit New York. A paper with a five column, thousand line page—limited in size, condensed in content, inviting with illustration, alert with attractions. It can be handled easily anywhere and read within the limits of the reader's time. Small pages to see, and something on every page to see. Here the advertiser is on the travelled path, buys attention with white space. And the space limitations of the tabloid occasion less competition between advertisements.

The value of this new kind of paper to the reader is evidenced from its success—an average of 551,457 copies a day (current government statement)—the largest morning circulation in America, attained in less than four years. And in this same brief period, The News has become recognized by advertisers as one of the most important, and most economical, advertising media in the New York market. Get the facts.

THE NEWS

New York's Picture Newspaper

25 Park Place, N. Y.—Tribune Bldg., Chicago





COATING MACHINE: Where the coating is brushed onto Victory Dull Coat. The men who work in the Allied Mills are born paper makers. Each one knows just how to develop quality in paper as it passes through its different stages of manufacture—which, together with Allied formulas, Allied equipment and carefully selected materials, explains Allied value.

VICTORY DULL COAT is characterized by a velvet softness, so far as the eye and touch are concerned. But to the printing press it presents a surface so firm and so perfectly coated that it takes with ease those exquisite impressions which are the pride of Master Printers. It is a "dull" coat indeed—but not a dead, leaden dull coat. In its deli-

cate finish it preserves what many soft-surfaced papers lose—the life and intensity of a glossy sheet. The glare is gone—but the tone remains. You will find that this stock lends an atmosphere of sterling quality to high grade printed pieces. We will be glad to furnish you with any samples you may need. In writing for them please address Desk 4, Office 3.

ALLIED PAPER MILLS, Kalamazoo, Michigan
NEW YORK WAREHOUSE • 471-473 Eleventh Ave.

ALLIED



PAPERS

34 Coating Machines

10 Paper Machines

“Knocking” a Competitor

Has Courtesy to One's Business Opponent Been Overdone?

By James Henle

THE man who consistently knocks other companies and their products has passed completely out of the limelight. He doesn't belong. No principle is more thoroughly accepted in advertising and in selling than that disparaging an opponent or his wares recoils upon oneself. So complete, however, has been the acceptance of this rule of conduct that I sometimes wonder if it hasn't been somewhat overdone.

I had an experience of exactly this kind—from the buyer's point of view—last December. My wife and I were trying to select a new automobile. We had under consideration three or four different makes—let us say that there were three cars, any one of which would have satisfied us. We knew how much we could spend and these three cars, we were convinced, gave pretty good value for that sum.

Each of the dealers, representing those three makes respectively in the commuting town near which we live, was trying pretty hard to sell us. Each of them knew we were considering two other makes. None of them attempted to knock the other cars. The typical phrase employed by them in referring to a competing machine was: “Oh, yes, it's a good car.”

The most aggressive and persistent salesman of the lot seemed to us—and perhaps this wasn't a coincidence—to be offering a better car. When we finally narrowed the field down to two machines his was one of those that we were considering. But a fairly important consideration with us was the question of how much we would be allowed on our old machine. The dealer to whom I have referred—let us call him A—was willing to allow us only \$300 for the asthmatic creature that was accustomed to wheeze its way up our hill. His competitor was willing to give us \$500. The

cars seemed to us almost equally good. We decided to take the second machine.

On the morning when we were going to buy the second machine Dealer A called us up. Incidentally, he had had to do a bit of detective work to get our name, as, not wishing to be bothered by the different salesmen, we had avoided giving our name at any place where we looked at cars. When my wife told him that we were going to buy the other car because of the larger allowance, he replied:

“I'll bet that you aren't going to get the latest model car. Ask that man if he is going to give you the same model that will be exhibited on January 1 and if he is willing to insert that on the bill of sale.”

KNOCKING WITH CAUSE AND THE RESULT

Possibly I was a boob not to have thought of that myself. I don't pretend to know much about automobiles and the thought doesn't bother me. The point is that here was a salesman who was not afraid to knock the other fellow when he thought he had cause. It turned out that the machine we were about to buy was not the latest model, and this destroyed our confidence in the other man. We bought Dealer A's machine, paying \$200 more for it than his competitor's would have cost us, and we were glad to do it, in a way. We are pleased with the car, and the service the dealer has given us has been extremely satisfactory.

That was an instance where a dealer broke the rule against knocking a competitor. He didn't, however, knock his car. I am acquainted with another case where a salesman knocked a different car and not only made a sale but won a friendship that may mean more sales in the future. Of

course, to begin with he had to be justified. Is anything else needed to justify knocking? In my own opinion—and I believe the instances I give will bear me out—there are three principles involved:

1. It is always fair to expose fraud or what amounts to misrepresentation.

2. It is also fair to encourage the customer to make a first-hand investigation for himself and to give him what help he needs in this.

3. Direct comparisons between your goods and another man's are fair when there are definite facts on which such comparisons may be based.

In this particular case a friend of mine wanted to buy a car—a much better car than I can afford. He was willing to pay over \$4,000 for a sedan. He had an old car—1914 model—that he wanted to trade in. As in the other case, the allowance for the old car figured in his decision. He was about to buy a car—call it the Speedmobile—and, incidentally, it is one that isn't much advertised.

The salesman of a standard car of about the same price heard of this.

"Have you made up your mind to get a Speedmobile?" he asked my friend.

"Yes."

"Have you ever heard the saying—'Once a Speedmobile owner always a Speedmobile owner?'"

"No, I didn't know they used it in their advertising."

"They don't, but every man along Automobile Row knows it."

"What's the meaning?"

"The car has no resale value. When the time to trade it in comes, the only people who will allow anything on it is the Speedmobile company. I don't ask you to take my word for it. Go to any used car dealer and tell him you have a 1920 or 1921 Speedmobile and see what he'll offer you for it."

My friend tried several dealers on this. He found that one of them didn't want the car at all, and the others were willing to

offer only absurdly small amounts, contingent on the car being in good condition. My friend didn't buy a Speedmobile. He bought a car from the salesman who had given him that tip and encouraged him to investigate the Speedmobile's reputation for himself among men whose business it is to judge used car values.

Was the salesman's conduct unethical? Quite the reverse. Of course, he might have contented himself with some platitude about the Speedmobile being a good car, too, but it wouldn't have been the truth nor would it have been salesmanship. Furthermore, if that were to be the attitude of every automobile salesman—and fortunately it isn't—it would amount to nothing more nor less than a tacit conspiracy against the public.

MAKING THE PROSPECT SEE THE CONTRAST

Of course, there is a time to boost just as there is a time to knock. Another good friend of mine was led to get a much more expensive car than he had started out to buy because a salesman won his confidence by not pretending that his machine had a monopoly on all automotive virtues. This man started out to buy a rather cheap sedan, and one of the salesman who called on him represented two cars made by the same company, one a cheap machine and the other medium-priced.

The salesman had plenty of time, evidently, and never got impatient at my friend who was somewhat slow at making up his mind. They discussed various makes of cars, and the salesman spoke well of all that my friend was considering except the cars of one make. He said these became noisy after a short time and told the prospective buyer why. He spent more than an hour with him on several different occasions and explained the virtues and peculiarities of different cars so lucidly—never letting his own get the worst of it by any chance, but giving credit where it was due—that

he completely won this man's confidence. The result was that my friend spent nearly a thousand dollars more than he had intended, and bought the car represented by this man. He doesn't grudge the thousand dollars, either.

Undeniably, some knocking is absolutely wrong from every point of view. One of the most flagrant instances of knocking that I ever heard of was indulged in by a salesman of aluminum ware. In order, he felt, to make his case strong, he used to carry with him an enameled ware pot and a hammer; he would stage a "demonstration" before a group of prospective customers and strike the pot with the hammer hard enough to cause chips to fly. "Look at that enameled ware!" he would remark. "It's nothing but glass. Do you want to put that in your food?"

Not only was the test absurdly unfair, but any woman of intelligence would realize it was unfair and be prejudiced against whatever else the salesman might have to say. This was a case where a salesman went out of his way to knock and consequently endangered his own chances.

But there are instances in every kind of business where a salesman is justified in telling some unpleasant truths about competing goods. One of the biggest articles sold by mail is the ready-cut house. A friend of mine was about to buy one to put up on a little plot he owns out on Long Island. A builder in the neighborhood heard of it and called on this man. He didn't knock ready-cut or portable houses in general, but he did knock this particular house and he knocked it hard. He intimated that if my friend gave the company a check, all he would ever get in return would be a chance to testify when the matter came up in court. The builder was so forceful that my friend hesitated. Finally he gave the contract for the job to this builder and a few weeks later he read that several of the men connected with the other company had been indicted.

That was a pretty obvious case, and the builder had done nothing except expose a fraud. Sometimes, however, the decision is not so easily made. A neighbor of mine was dissatisfied with the heating system of his house, an old one that he had bought and remodeled. He decided last fall to install another. One system would require comparatively few alterations; the other demanded a number of important changes and was proportionately more expensive. This man had practically decided on the former system when the salesman for the other came to pay his final call.

"I don't say that system won't heat your house," was the way this salesman put it, "and I know it won't cost so much to install as mine. But you're having heating troubles now, and you don't want any more. That's why you're going to this expense."

"I don't think that other system is going to give you complete satisfaction. In cold weather it'll take you some time to get your house warm. My furnace will keep your house at the right temperature all during the winter, and the extra cost of installing it will more than be made up by the coal it will save the first winter alone. You know Mr. B, don't you? His house is about as big as yours. How many tons of coal do you think he used last winter with this furnace?"

THE CUSTOMER GETS THE FACTS HIMSELF

My friend guessed fifteen. "Call him up for yourself and find out," said the salesman. The answer was nine. "Now call up Mr. G, who has the other kind." The answer came sixteen. There was a little more discussion and the sale was finally closed. The salesman had not been afraid to take advantage of the opportunity that was presented for a direct comparison.

There is a middle ground, we see, between too much knocking and too much boosting, and it would seem that the middle ground lies in simple, old-fash-

ioned honesty. By all means speak well of a competitor's car or talking machine or grasscutter or shoes, according to the line you happen to be in—if the article really deserves praise. But if it doesn't, don't slur over the situation with some half-hearted platitude just for fear of being thought a knocker who is trying to gain something at another man's expense.

In some quarters this will be considered heresy; many persons feel, as I have said before, that any criticism of a competitor or his products will recoil against them. But as a lowly consumer my attitude is merely this: If a salesman hasn't enough personality to impress me with his sincerity, if he can't make me feel that he is giving me his honest opinion—whether the opinion be favorable or the reverse—he will never be much of a salesman anyway. Of course, I admit that there are a number of men who today are selling and who are unable to do this, but that doesn't seem to me to disprove the point I have made.

Valspar Advertises for Interesting New Uses

A \$5,000 prize contest for the purpose of gathering interesting experiences of users of Valspar is now under way. "What can you tell us?" asks Valentine & Company, the manufacturers, in full-page advertising of the campaign. "If you know an instance where any, or all, of the three forms of Valspar has proved its durability and waterproofness under unusually severe conditions of wear, or under some extraordinary circumstances, we ask you to write us about it."

The contest is divided into two parts. Consumers are offered \$3,500 in prizes for the best letters describing their experiences with Valspar, and dealers will be given \$1,500 in prizes for the most original and effective window displays. As an example of the kind of letter which will be of interest, the company quotes the following

among several: "Miss Pauline Dixon of Pueblo, Colorado, R.F.D. No. 2, tells us about a Valsparred taboret which was washed away in the great Pueblo flood. Three weeks later, when the water receded, a boy found the taboret almost buried in mud on the river bank six miles from her home. When wiped off the Valsparred surface was as good as new."

The advertising of the contest is nation-wide. Besides its regular list of general publications the company is using full-page space in newspapers of sixty cities in the United States and Canada.

To gain the co-operation of dealers, a complete folio of special advertising material will be furnished them. This material includes: pictured suggestions for window displays to help them in their competition for the prizes offered, window strips in three colors, colored cards featuring the contest, full-size reproductions of the newspaper announcements of the plan, a pictured list of the magazines carrying the contest story and an enlarged advertisement telling of the uses and virtues of Valspar products.

In the dealers' announcement the company states that the prize contest is "only the beginning of the biggest drive ever made by any varnish manufacturer to put business right in your store. Just as soon as the contest is over, we're going to follow it up with the greatest advertising campaign in varnish history—a campaign that will make 1923 the best year you ever had."

Corday & Gross Add to Staff

William N. Ochiltree has joined the sales staff of The Corday & Gross Company, of Cleveland, producer of direct advertising. He was formerly assistant service manager of Fuller & Smith, Cleveland advertising agency, and at one time had charge of sales promotion for the Imperial Belting Company, of Chicago.

William R. Shannon Joins The Gage Publishing Company

William R. Shannon, for many years with the *American Exporter*, has joined the staff of The Gage Publishing Co., Inc., New York. He will represent its publication, *Electricidad en America* and *Electrical Record* in Ohio, Southern Indiana, Southern Illinois and Missouri.

Is Your Advertising Lopsided?

WHEN your magazine and other attention-attracting advertising is out—when you have successfully aroused the interest of the people you hope to sell—what are you doing to draw in the actual orders?

Here is where your advertising “falls down” or “cashes in.” Maximum results are impossible when the campaign is made lopsided through over-development of general publicity and under-development of sales and follow-up material.

Is the supremely important *selling* division of your campaign in the hands of men whose specialty is business-getting? Or are you leaving this work, without reimbursement, on the unwilling hands of your *placing* agency?—or on employees lacking the outside viewpoint?

The Odets Company specializes in the production of written salesmanship. We finish the job which *placing agencies*, through periodical and newspaper advertising, begin.

It will pay you to investigate the scope and possibilities of Odets Service. An inquiry commits you to no preliminary cost or obligation. We present the *facts* and you judge the value of our service on its merits.

THE ODETS COMPANY

Merchandising Counsel ~ *Advertising*

225 FIFTH AVENUE

NEW YORK CITY

Why is a Tin Can?—4

THEORETICALLY everyone is searching for ways to make selling easier. Actually Everyone isn't, or the can business would be many times what it is!

The mission of the Tin Can is to help sell things, isn't it?

Why do so many refiners and jobbers of lubricants use tin cans? Why do manufacturers of paint and varnish use tin cans? Why do packers of cooking oils and compound, of crackers and tobaccos, of coffee and perfumery products, use tin cans?

Why? For the convenience of their customers, for the good of their products, for identification and advertising, for transporting and delivering their goods intact. For the sake of sales, in short.

Manufacturers find that their customers, distributive and consuming, like tin

American Can

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE



cans. That is important, and might well be conclusive. But there are more good reasons.

One—the tin can identifies the product with its maker, and fixes the responsibility where the manufacturer wants it—on himself.

Two—the tin can itself is often an inducement to buy, for its fine appearance and its many uses after the original contents are gone.

Three—the tin can should be an effective and lasting advertising medium. Don't forget to evaluate this. It is "paid space," with never any "waste circulation."

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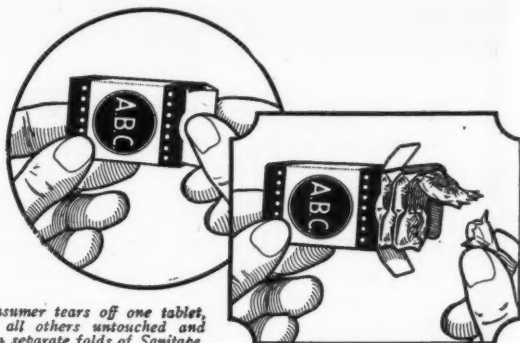
What product are you thinking of that would sell faster if packed in tin cans or if packed in better tin cans? Tell us—we can help you.

American Can Company

American Can

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE





The consumer tears off one tablet, leaving all others untouched and sealed in separate folds of Sanitape.

IF you own the proprietary rights in any pharmaceutical preparation in tablet form—

And if packaging and packing in any of their phases happen to be on your mind—

Then we can help you!

Whether a try-out to test the market on a new preparation—or a sampling campaign to widen the market on an established brand—or the packing of your entire yearly output—

It will pay you to let us present facts and figures showing the advantages and economy of turning the entire packing job over to our contract department.

We assume all responsibility and supervision—show you a worth-while saving—and give you the best kind of tablet packing known today—each tablet wrapped and sealed airtight in its own moisture-proof and climate-proof Sanitape container.

You simply have all the various items shipped to us—tablets, printed matter, boxes, display cartons and shipping cartons—we do the rest—either delivering to you ready for sale and distribution, or making shipments on order to your large customers direct from our plant, as desired.

Sanitape machines automatically wrap, seal, and count any given number of tablets as a sampling or sales unit—from a single tablet up to 100 or more.

Full information on request.

IVERS-LEE COMPANY

215 Central Avenue
Newark, New Jersey

The
Modern
Method
of
Packing
Tablets

SANITAPE

A Three-in-One Sales Organization That Cuts Selling Expense

How the Holtzer-Cabot Electric Company Makes Its Salesmen Responsible for Selling, Technical Counsel and Service

By Henry Burwen

SELLING any proposition where technical service is involved, like conveyor systems, sprinklers, ventilating equipment, or electrical apparatus, is likely to be a long, elaborated and expensive matter.

It usually involves the use of at least three different departments or organizations. First, the salesman; second, the engineer; third, the installation and service man; all of whom must more or less duplicate one another in traveling over the same territory, often with long distances to cover. Their work must be co-ordinated and synchronized. It is a far more complicated task than the simple method of the ordinary traveling salesman handling physical merchandise.

The Holtzer-Cabot Electric Company, of Boston, in its signaling system department, with a proposition involving the engineering of electrical apparatus, sidesteps the usual difficulties, and gets economical results with a "three-in-one" plan of organization whereby salesman, engineer and service man are combined in one. A survey of its methods may be suggestive to other industries where similar problems exist.

For the sake of contrast, let us see how selling and service in a typical engineering proposition work out. It might be the case of any of these propositions previously mentioned before. A prospect develops in Colorado, let us say. The salesman must travel out from the nearest branch office, which we may assume is Chicago. He must consult with both architect and owner perhaps numerous times. The salesman is what we might term a semi-technical man; he knows some of the elements of the engineering of his business, sufficiently to decide on the general principle of the type of

installation he is to sell. Later the proposition develops to the engineering stage. Then the salesman sends in his data, either to the branch or home office, with information as to physical conditions to be met, perhaps some suggestions about the layout.

THE ENGINEER COMES INTO THE TRANSACTION

Now the second party to the transaction comes into the job—the engineer. He must perform his work at long distance; sometimes misinterpreting the salesman's data, sometimes taking a chance because it is incomplete, sometimes delaying for further information necessitating another trip of the salesman, sometimes going to the scene himself.

If the contract is closed there is still a third and a fourth phase. The installation force must also take a trip to the scene of operations, which may be several hundred miles away. It must do the work on traveling expense. And after the job is completed comes the question of service. This, indeed, is a problem. The selling part of a proposition may stand a comparatively high expense, but the service end, when some little thing goes wrong, is where the prospect—now the customer—begins to feel the pinch.

He is 500 miles from the nearest service station or branch office and some trouble develops; it may be nothing much, but still requires service to keep the equipment working properly. Think of having to pay twenty-five or fifty dollars in expense to do a dollar and a half service job! It simply isn't done. The user in such cases struggles along as well as he can until the service man can get around without having to charge a heavy traveling bill. One com-

pany works its service end by routing its mechanical men more or less as it does its salesmen—that is, these service men take regular trips, often a month or two in length. Customers then pay the traveling expense from one town to the next, instead of from the home office.

As intimated, the Holtzer-Cabot problems on this score are very slight, indeed. The signaling system division of the business is devoted to making and selling electric signaling systems for hospitals, banks, etc.—chiefly the first. These are of several types: nurses' call, doctors' call, in and out, fire alarm, watchman's clock, and intercommunicating systems. Specializing on their sales is a corps of sales representatives traveling out of some dozen branch offices scattered about the country. The usual difficulties in this sort of proposition have been dodged by combining in one individual the functions of salesman, engineer and service man. And the installation problem—well, it doesn't exist; at least, not in the usual way—because the Holtzer-Cabot company does not install.

In this its selling problem is a bit unusual, for the job of the salesman is to persuade the client to buy something from someone else. In other words, he first sells the hospital or other prospect on the idea of the signaling system or on the merits of the Holtzer-Cabot apparatus, then the prospect gets bids for the installation from one or more electrical contractors, the signaling devices being sold by the company to the contractor and not to the client direct.

But to proceed in a more logical description of the process involved in the Holtzer-Cabot method of selling, let us take a typical case. A new hospital is to be built. This the company may learn from its building report service, from trade journal news, or from its daily contact among the architects and hospital people. Immediately the sales representative gets busy. He visits the architect, confers and advises with him on the proper types of apparatus. He must be able to talk technical

language here, because with new construction signaling systems are more or less standard features, and it is the salesman's job to convince the architect or the builders—often both—that his system is superior.

Now he comes to the point where the service is to be laid out. The proposition may involve not only a nurse's call system, but all of the systems previously mentioned. It is apt to require a rather technical wiring plan. It is hardly like the ordinary house wiring job. The nurse's call system, for instance, has to be arranged so that the patient pressing a button in his room lights a lamp outside the door, and a bull's-eye signal over the bed sounds a buzzer in the nurse's duty room and in the diet kitchen; also shows lights at these points; the nurse answers, and by pressing a release, puts out the lights. If, however, she needs quick assistance, she presses an emergency button in the wall plate, which lights another lamp outside the door and sounds bells in other parts of the hospital. Then the system may be connected to the superintendent's office with a device which registers elapsed time between patient's call and nurse's response.

RED-TAPE IS DISPENSED WITH

It is hardly what one would call an ordinary apprentice's job. But at this stage of the proceedings, instead of having to send the proposition to the branch office or factory for laying out, the salesman sits down himself—it may be locally on the job or when he gets back to his office—and works out the design and layout. If changes are necessary, instead of long involved correspondence between himself and the home office, he makes them himself on the spot. Having made the layout himself he is very enthusiastic about it and is in a position to explain every detail to the architect or the hospital authorities.

Now, assume that all goes smoothly and he gets the job—which means that Holtzer-Cabot apparatus is specified, and the con-

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tract is awarded to a local electrical contractor. This, as we have noted, gets around the usual installation difficulties, of having to maintain a force of men on hand for a business which is likely to be spotty as to any locality, and having to send them long distances to make installations. Now the salesman begins to work with the electric contractor, to see that he understands everything correctly, watches the progress of the installation. It finally gets to the point where formal acceptance is to be made. Here again he is on hand, ready to explain any technical difficulties, ready to correct any technical troubles.

He is a veritable three-in-one salesman. But he is not yet done. Any mechanical or electrical apparatus, no matter how good, will need occasional service. It is the policy of the Holtzer-Cabot company to try and forestall troubles by keeping in touch with conditions and correcting evils before they give trouble. For this purpose the sales representative, as he travels about his territory on sales work, makes it a point to call on places where previous installations have been made. He makes an inspection of the equipment. If everything is not working correctly he is just as likely as not to take off his coat, find out where the trouble is, and correct it on the spot.

Here is an important phase of service that in too many organizations does not get the attention it deserves. Where the customary plan is used, trouble must develop first, then a call is put in. Service men don't call in anticipation of trouble. Salesmen, perhaps, maintain some contact with customers and will arrange for a service man for any trouble that may be brought to their attention.

For minor troubles, however, as is well known, users dislike to put in calls for service. The trouble is a small one but the charge is apt to be a big one. The Holtzer-Cabot salesman has called as a regular part of his sales work. Sales in this business are influenced very largely by references.

Prospective clients are given the names of institutions where installations have been made. These they usually investigate as a guide to forming their own decision. If they get a report that "it gives us a lot of trouble," or "it is expensive to maintain," or "it is out of order and we don't use it"—any report like this is, to say the least, not favorable to the culmination of the sale. So aside from a proper interest in his clients to see that they get the results for which they have paid, the salesman has the incentive of their influence on other sales to keep him on the job. He needs to maintain contact, to know that users are satisfied, so that he can give the prospective client a list of names at any time with perfect confidence in getting the right kind of reports.

Where a salesman performs service work of this kind no charge is made. It is considered in the light of sales service. Naturally, this is not displeasing to the customer. Were the company to have a separate service department and were salesmen confining themselves solely to sales work, this kind of work would not be practicable. A service department costs so much per hour and must return its cost with a fair percentage of profit.

Of course, one argues, there may be a tendency for salesmen to slight the service end. But district managers watch this phase of the work; and if a salesman gets so loaded with immediately prospective business that he is unable to give it proper attention, there are always reserves which can be sent from branch office or factory. This, however, is the emergency rather than the regular condition.

Likewise, on some big and important installations, a factory engineer may be sent to supervise the job; partly to release the salesman for other propositions; partly because of its size and importance, and partly to give the engineers themselves sufficient field contact to keep them in touch with actual conditions.

Of course, with any such plan

as this the basis of compensation must be salary. Any commission arrangement where salesmen are required to do so many things besides taking direct orders would put the incentive in the wrong place. Salary is the basis on which Holtzer-Cabot operates. Incidentally, it might be interesting to learn that the company has tried out using agents in various localities, but the plan did not work out satisfactorily except in one or two instances, because the agent's interest was in the immediate contract and the commission on it, while the service end suffered.

Where does the company get its three-in-one salesmen? There is no one answer. Mostly they come from inside the organization. Perhaps it is some bright young chap in the engineering or designing department; perhaps some assistant in a branch office; perhaps it is someone taken in especially with the idea of making a salesman out of him—someone with a fundamental engineering training who is put through the various departments and finally sent out on the road. They come from various sources; but in this organization a salesman must be more a technical man than salesman; while sales ability is required, technical knowledge is favored.

This three-in-one plan has a number of advantages. It saves many of the trials and tribulations of the business involving engineering service and installation, and gets its results economically.

Made General Sales Manager, Thomas J. Lipton, Inc.

Henry R. Berning has been appointed general sales manager of Thomas J. Lipton, Inc., tea importer, Hoboken, N. J. Mr. Berning was formerly with the Seaboard Rice Milling Company, New York.

Bennett Bates with Barton, Durstine & Osborn

Barton, Durstine & Osborn, Inc., advertising agency, has added Bennett Bates to the staff of its New York office as an assistant account executive. He is the son of Charles Austin Bates.

Real Estate's Advertising Classic

Like an illuminated page discovered amongst the dusty and age-bedimmed manuscripts of some medieval cloister is the bit of real estate copy written July 15, 1875, by Tom Fitch, famous Pacific Coast politician and real estate operator of that day. R. E. Harrison, San Diego, Cal., possessor of the original, repeated it recently in his advertising of lots for sale in a local newspaper. Californians will deem its description still applicable. But the advertisement may well be allowed to speak for itself.

"On Wednesday afternoon at 1 o'clock we will sell at public outcry to the highest bidder, the Pacific Ocean, draped with a Western sky of scarlet and gold; we will sell ships; we will sell a Northern horizon rimmed with a choice collection of purple mountains, carved in castles and turrets and domes; we will sell a frostless, bracing, warm yet unlanguid air, braided in and out with sunshine and odored with the breath of flowers. The purchaser will be presented with a deed to a piece of land. The title to the land will be guaranteed by the present owner. The title to the ocean and the sunset, the hills and the clouds, the breath of the life-giving ozone and the song of the birds, is guaranteed by the beneficent God who bestowed them in all their beauty and affluence upon the land and attached them thereto by Almighty warrant as an incorruptible hereditament to run with the land forever."

The "Heel-Hugger" Shoe to Be Advertised

"Heel-Hugger" is the trade name of a new line of women's shoes which the Utz & Dunn Company, Rochester, N. Y., manufacturer, has brought out. Metropolitan newspapers and women's magazines will be used to advertise this line. Maxwell, McLaughlin & Company, Chicago advertising agency have been appointed to handle this account.

Providence Better Business Bureau Meeting

The Providence, R. I., Better Business Bureau will hold its first annual luncheon meeting at that city on April 18. Speakers who will address the meeting are Edward L. Greene, manager of the Boston Better Business Commission, and Louis Blumenstock, publicity director of Stix, Baer & Fuller, St. Louis.

New York "World" Advances A. D. Noble

Arthur D. Noble, for the last thirteen years with the advertising department of the New York *World*, has been appointed merchandising manager. Mr. Noble was at one time a member of the sales organization of the Simmons Hardware Company, St. Louis.

New Appointments

The publishers of

HARDWARE DEALERS' MAGAZINE

announce the following appointments
to its staff of representatives:

GUY C. TOWNSEND, *Eastern Representative*
370 Seventh Ave., New York
Formerly Business Manager of ENGINEERING AND MINING JOURNAL

H. A. MAGUIRE, *Central West Manager*
315 Williamson Bldg., Cleveland, Ohio
Formerly Central West Manager HARDWARE BUYERS' CATALOG

JESSE D. TRUMP, *Western Manager*
1359 People's Gas Building, Chicago, Ill.
Formerly Western Representative of GOOD HARDWARE

ROBT. L. THOMAS, *Pacific Coast Manager*
16 California St., San Francisco, Calif.
Also Pacific Coast Manager of AMERICAN EXPORTER

HARDWARE DEALERS' MAGAZINE

The Oldest Hardware Monthly
370 SEVENTH AVENUE, NEW YORK

CERTIFIED

has come New

Here's great news for every family in New York!

Certified Bread, the new big Double Loaf, has arrived!

The loaf that has captured the hearts of millions in more than 100 cities throughout the country! The big money's-worth of fine bread that has spread triumphantly from state to state!

Here it is! Certified Bread now

brings its wonderful taste and to every family in New York.

Certified Bread now brings richer tasting bread. More and bread. Bread that has more ment in it. It brings to you Double Loaf—2-loaves-in-1—the you no more than just usual bread.

Certified Bread has won its dous popularity because it's a richer, better loaf of bread.

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in the loaf
flavor than



— THE LEADER OVER

The Big
Double Loaf

In less than two years, this wonderful loaf has become the Leader in over 100 cities.

This advertisement starts the drive to win New York for Certified Bread and the United Bakeries Corporation.

BREAD

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ad.

Certified—to be made of the finest
redients money can buy. The best
flour, the richest, purest milk, the
best sugar—only the best of every-
thing.

Certified—to contain *more* sugar,
more milk, *more* of the things that
make really fine bread. It's *baked low*
in the pan to keep all the goodness
in the loaf. Much more taste
and flavor than usual bread. *More*

real satisfaction. More wholesome
nourishment.

Certified with Money-Back. If it
isn't the very best bread you ever
tasted, your grocer will give you back
your money. You keep the bread.
We pay the grocer the full retail price.

That's what we mean by *Certified*.

Get the big 2-loaves-in-1 money's-
worth at your grocer's or delicatessen
store today!

ER OVER 100 CITIES

Big
Loaf

QUALITY
GUARANTEED BY



John O Powers Company

50 East 42nd Street New York

Advertising

As Your Partner We'll Do Our Share!

Experience has proven that "loading" a dealer is NOT merchandising.

Goods in storage or on the dealer's shelf do not produce a profit until the final sale is made.

When a manufacturer sells a dealer a stock of his goods he becomes a partner with the dealer and is vitally interested in the dealer's success and as a partner the manufacturer (or jobber) should help the dealer move the goods to the end that they both may realize their legitimate profits.

Every dealer carrying a line of goods is acting as a community warehouseman for the manufacturer with the added benefit that the dealer's purchase has helped the manufacturer finance his own business.

Therefore the problem of increasing profits, and increasing volume depends on the speeding up of the final sales.

In the fertile fields of northern Iowa there is no better medium—none that co-operates more fully in promoting merchandising campaigns—than the *Waterloo Tribune*. As your partner we'll do our share in speeding up the sales.

The following are some of the accounts which have used and are using the columns of the *Waterloo Tribune* successfully since January first:

| | | |
|----------------------------|----------------------------|---------------------|
| Eatmore Cranberries | Domino Sugar | Overland |
| Brunswick | Dodge Bros. | Peruna |
| Bull Durham | Essex Motor Car | Pennsylvania System |
| Bayer Aspirin | Grape Nuts | Postum |
| Columbia Cars | Hupmobile Motor Car | Pepsodent |
| Campbell Baking Co. | Harvester Cigars | Studebaker |
| Chandler Motor Cars | Hudson Motor Car | Standard Oil |
| Chicago Tribune | Illinois Central Ry. | Swift & Co. |
| Calumet Baking Powder | Kissel Car | Santa Fe |
| Chalmers Motor Car | Libby, McNeill & Libby | U. S. Treasury |
| Chicago, Rock Island Ry. | Lucky Strike Cigarettes | Union Pacific |
| Chicago, Great Western Ry. | Metropolitan Life Ins. Co. | White House Coffee |
| Columbia Graphophone | Maxwell Motor Car | Wrigley's Spearmint |
| Culicora | Mulsified Coconut Oil | Willys-Knight |
| Diamond Tires | Nash Motors | Cinco Cigar |
| Diamond Dyes | New York Central Lines | Youth Clay |

—and many others.

When you are in the *Tribune* you are in good company.

The Waterloo Tribune Waterloo, Iowa

The *Tribune* is represented in the foreign field by the

E. KATZ SPECIAL ADVERTISING AGENCY

New York Atlanta Chicago Kansas City Los Angeles

Waterloo (36,200) trading territory 300,000

Who Says the Farmer Is Not an Advertiser?

* Here Are Some Figures That Indicate Agricultural Progressiveness

THE announcement in the morning newspapers of April 16 of the formation of the Maine Potato Growers' Co-operative Association and of the intended attempt to federate this body with existing similar associations in other potato-growing States lends especial significance to an interview which Professor Macklin of Wisconsin University gave to the *New York Times* last week. Professor Macklin has been helping to organize for co-operative marketing the dairymen of certain sections of the country. While readers of *PRINTERS' INK* will not find any new ground covered in the professor's remarks, we are recording a part of his interview because it furnishes an excellent summary of the accomplishments of several agricultural associations. He said:

"Let us see what these organizations are doing today for their owners—the farmers of various parts of the United States. They are all merchandising their products. Merchandising for these enterprises is vastly more than mere selling. It is a large and varied program of endeavor to do all of the necessary work involved in getting two satisfied consumers where one disgusted customer existed before. Instead of producing first and wondering what their stuff would bring last, the farmers of these co-operative merchandising organizations find and win loyalty from a constantly increasing group of consumers at the same time that their increasing output is calling for expanding markets.

"The American Cranberry Exchange sold \$3,350,000 worth of cranberries last year and handled 64 per cent of the entire crop. The Florida Citrus Exchange handles a large part of the Florida citrus crop. A raisin growers' organization markets 88 per cent of the raisins of the country, amounting

to more than \$35,000,000 of sales. The California Fruit Growers' Exchange has a \$60,000,000 business and merchandises 74 per cent of the California citrus crop. The California Prune and Apricot Growers' Association now merchandises 82 per cent of the California prune crop, and 75 per cent of the apricot crop, with a combined value last year of over \$18,000,000.

"From a coastal valley of Oregon, some sixty miles long and from five to fifteen miles wide, producing less than 2 per cent of the nation's cheese, the Tillamook County Creamery Association merchandised an output of \$2,000,000 worth of cheese last year. Its seven million pounds of cheese bring a premium of from three to ten cents a pound above Wisconsin cheese delivered on the Pacific Coast. This organization markets 98.7 per cent of the cheese of Tillamook County. The California Walnut Growers' Association markets around 80 per cent of the California walnut crop. Its merchandising program enabled it to move almost \$9,000,000 worth a year ago.

HANDLED BY ONE SALES COMPANY

"It is from these eight practical organizations owned by farmers, supplied with more than \$140,000,000 worth of their products, and operated by the best talent they can employ, that Wisconsin farmers can gain helpful suggestions as to sound plans for bettering their own conditions.

"In studying these organizations certain obvious facts stand out about them. They are each commodity marketing sales companies. They are meeting the marketing needs of each industry in a better manner than their needs were ever met in the old days before the farmers took upon themselves the task of co-operating. You will note that the sales company

in each case is industry wide for the particular region, whether it be Tillamook County cheese or California citrus fruits or New England and Wisconsin cranberries. Moreover, the great majority of the product is in each case handled through one sales company.

"When it comes to geographical area and distance covered on the growers' side by the operations of these companies, they vary greatly. The small Tillamook cheese enterprise has less than a thousand members confined to a strip of coast sixty miles long and from five to twenty miles deep. On the other hand the California Fruit Growers' Exchange and the California Prune Growers' Association, each with over 10,000 members, reach from far Southern California to the northern part of the State. This is a distance of over 550 miles long and in places the territory is more than 100 miles wide. On the selling side these companies are, with a single exception nation-wide in their operation, in several cases international. Foreign language interpreters are required in the growers' relations departments of several of these companies. Important proportions of the membership are made up of foreign elements.

"What we can learn from these successful merchandising organizations are the following seven points or fundamentals of merchandising:

"First. There must be a co-operative commodity marketing company owned by farmers. It must be so created and operated that it requires unexcelled service with the greatest efficiency.

"Second. Farmers must deliver to this, their own company, all of the commodity to be commercially sold which they produce, and for the marketing of which this company was built for them.

"Third. Better products must be produced for this company, and must be rigidly standardized in quality and pack.

"Fourth. This better standardized product must be named attractively and advertised. This

means that it must be made known to enough consumers to win 'two satisfied buyers where only one disgusted purchaser existed before.'

"Fifth. The full and hearty backing and co-operation of the necessary distributing trade, such as brokers, wholesalers and retailers, must be won and maintained.

"Sixth. Constant distribution of this better product must be so timed and placed as to let every consumer that desires to buy be able to obtain the goods when wanted.

"Seventh. The farmer who makes the better product must receive the better price. In other words, each farmer must be enabled to get what his product sells for to the consumer, less only actual merchandising costs."

Merchants Advertise Window Display Event

A group of Kansas City, Kan., merchants used full page display newspaper advertising to create interest in a co-operative bargain sale. The copy was written in a manner to arouse the curiosity of the buying public in the event and the night of the sale was designated as "Mystery Night."

Jewelers, butchers, druggists, apparel shops and other retailers in the number of thirty participated in the sale. Over their names it was stated that on "Mystery Night," each retailer would display one extraordinary bargain in his shop windows which would be on sale the following day only. The copy requested that the public view these windows from seven-thirty to eleven o'clock on the evening designated.

Newspaper Campaign for New Buffalo Hotel

Newspaper advertising in Buffalo, Rochester, Syracuse, Erie, Cleveland, Detroit, Toledo and Toronto will be used in a preliminary advertising campaign which is planned for the new Ford Hotel, of Buffalo. This advertising is being placed by the DeForest Porter Advertising Service, Inc., of that city.

Farm Paper Account for Cleveland Agency

Russell & Company, Massillon, O., manufacturers of threshing machines, tractors and agricultural implements, are now conducting an advertising campaign in farm publications. This advertising is being directed by the Maxton R. Davies Company, Cleveland advertising agency.

MORE PROOF

**That the South is the Most Prosperous
Part of the Country *Right Now***

CAR SHORTAGE DUE TO SOUTH'S PROSPERITY

Montgomery, Ala., March 23.—(Special).—Prosperity in the South, which is without precedent during the past four years is responsible for the shortage in freight cars, according to a letter received by the public service commission today from M. J. Gormley, chairman of the car service division of the American Railway Association. Mr. Gormley said the association had checked the records for this year in comparison with those of other years and had found that the freight movements in the Southern states had shown a greater ratio of increase than those of any other section of the nation.

South Leads Nation in Postal Receipts Gain

Washington, April 7.—Postal receipts in fifty industrial cities for March showed an increase of 21.91 percent over March, 1922, the Postoffice Department announced today.

While the increase is reported as general throughout the country, the Southern states showed particular gains.

**Are there any safer gauges of business volume
than car loadings and postal receipts?**

SOUTHERN AGRICULTURIST

The Giant of the South

NASHVILLE, TENN., and LOUISVILLE, KY.

B. Kirk Rankin, Publisher

**The only Southern farm paper giving high grade two-color
printing on calendered paper**

Little Advertising Jokers

By Claude Schaffner

THAT advertising is easier than work.

That big agencies "sink" the whole appropriation in full pages to save work.

That no copy man ever carried a grip.

That the big men are always "tied up" in a conference.

That an agent's sign on a client's door keeps the magazine men away.

That the field won't stand two good campaigns of the same kind.

That all dealers decorate their desks with unopened trade papers.

That a corpse is a symbol of dignity.

That all farmers are business farmers.

That red is a color instead of a habit.

That an O. K. on your first piece of copy is the beginning of a beautiful friendship.

Adapts Trade Name to Emphasize Sales Points

Modifying a well-known name as a concession toward getting the sales idea over is the method adopted by The Quaker Oats Company, Chicago, in placing a new but closely related product on the market. "Quick Quaker Oats," made to meet a consumer demand for quicker-cooking oats, is an adaptation of the advertised product "Quaker Oats." Current advertising features "The Quick Style" and refers to the older product as "Regular Quaker Oats." The package for the new product bears as the trade name the words "Quick Quaker Oats."

Sewing Machine Makers Advertise Radio Parts

The King Sewing Machine Company, Buffalo, is advertising radio parts in Canadian business papers. The campaign is being handled by Walz-Weinstock, Inc., Buffalo advertising agency.

A Dairy Finds Selling Talk in Milk Bottle

ADVERTISING a new kind of milk bottle, one that permits the housewife to separate the cream or "top milk" from the main portion of the milk without mixing the two is helping Lang's Creamery, Inc., of Buffalo, individualize itself and increase sales.

The new bottle has a bell-shaped neck narrowing down toward the point which marks the usual line of demarcation between milk and cream. To pour out the cream the housewife inserts a separator spoon of similar construction to a soup ladle, but smaller, into the top of the bottle, and with the ladle part of the spoon covers the aperture between the bell-shaped neck and the main portion of the bottle, thus permitting her to hold back the milk while she pours off the cream.

In the newspaper copy the method of a separating milk and cream is illustrated and a "separator spoon" offered free with the first bottle of Lang's milk. "Serve It with Cream" is the slogan carried through all the advertising.

Returns to Mail Order Typewriter Field

Harry A. Smith, who was at one time in the mail-order typewriter business, has returned to that field, having bought the Smith Typewriter Sales Company at Chicago. He had been sales manager of the Annell Typewriter Company, Chicago, until recently. The Smith Typewriter Sales Company will handle rebuilt L. C. Smith typewriters exclusively by mail-order using space in weekly, farm and general magazines and newspapers. The Bellamy-Neff Company, Chicago advertising agency, has been appointed to handle the advertising.

With James Wallace Pondelicek

Miss E. A. Radell has joined the staff of James Wallace Pondelicek and Associates, Chicago advertising photographers. She will be Mr. Pondelicek's personal representative.

First in National Advertising

More than eight-hundred and thirty national advertisers of a diverse line of products are represented in The New York Times. Nearly two-hundred use The Times exclusively among New York newspapers. No other New York newspaper publishes the announcements of so many national advertisers.

In March The New York Times published 535,906 agate lines of national advertising, a gain over the corresponding month of 1922 of 158,720 lines, more than twice the volume published by the next morning newspaper and 138,472 lines in excess of the combined volume printed in the two New York newspapers popularly classed with The Times in quality of circulation.

In three months of this year The New York Times published 1,357,438 agate lines of national advertising, a gain over the corresponding period of 1922 of 349,098 lines, and twice the volume published by the second New York newspaper.

The New York Times offers to national advertisers not only an unequalled service as a daily newspaper going to 8,000 cities, towns and villages throughout the country; it affords also the advantages of magazine and pictorial publications in its Sunday edition with a net paid circulation in excess of 550,000 copies.

The New York Times



Rand McNally Map Systems

*give quick
and accurate
sales information*

GUESSWORK and half-knowledge have no place in the decisions of a sales manager. Your information must be complete and accurate. And it must be right at hand—lest opportunity slip away while facts are hunted and figures checked!

A RAND MCNALLY Map System serves you in just these ways! It presents in graphic, quickly readable form, just the information you need! On it you can lay out sales campaigns and tally their progress, checking from day to day the calls of salesmen and the results at-

tained. You can indicate clearly the location and number of jobbers and retailers—prospects and customers. You can record the results of advertising and the circulation of dealer helps.

A RAND McNALLY Map System is inexpensive in initial cost and in cost of operation. It will more than pay for itself in a short time. For it simplifies filing, cuts out time-consuming detail and gives at a glance the desired information. A clerk can keep even the largest system up to the minute—so direct is it, so simple in operation.

Every RAND McNALLY Map System—whether wall map, desk or wing maps—is planned for the job it has to do. It is installed in your office only after research by our business map specialists, who work without expense or obligation on your part. We are ready to study your needs as an engineering problem and to devise for you the business map system that meets them exactly.

RAND McNALLY & COMPANY

Map Headquarters

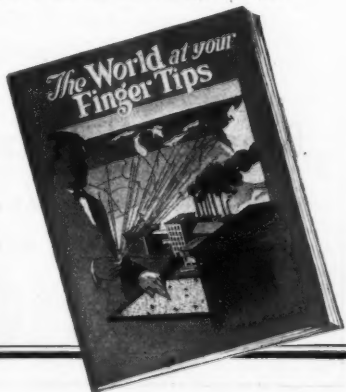
Dept. R-14

536 S. Clark Street, Chicago 42 E. 22nd Street, New York

Branches: Philadelphia · Washington · Boston · Buffalo · Pittsburgh
Cleveland · Detroit · St. Louis · San Francisco · Los Angeles

Write for "*The World At Your Finger Tips*"

This RAND McNALLY booklet explains in detail many different map systems which have been installed to meet specific requirements in some of the country's leading concerns in many different lines. "*The World At Your Finger Tips*" is full of suggestions which will be valuable in your own affairs. Write for it on your letter-head. It is free!



In the South

is an organization that operates on the fundamental policy of undivided responsibility-- maintaining a *complete* service for the making of sales thru effective advertising.

With a definite knowledge of markets and selling conditions gained through intimate contact and specialized merchandising experience, the advertising plans and copy prepared directly evidence a practical application of the appeals that make folks buy.

Animated by one basic motive, that of rendering a sincere service predicated upon results, this organization is--



Blosser-Williams Company

ESTABLISHED 1899

Advertising

ATLANTA



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When Another Candle Is Added to the Birthday Cake

Advertising Opportunities in Anniversary Celebrations

THE BARTA PRESS
CAMBRIDGE, MASS.

Editor of PRINTERS' INK:

Will it be possible for you to send us a list of articles in PRINTERS' INK or any information you may have concerning anniversary advertising by manufacturers?

By this we mean the way in which different manufacturers have taken advantage of twenty-five-year, fifty-year, and one hundred-year anniversaries through the production and circularization of printed matter and the application of general advertising.

THE BARTA PRESS.

FIFTY, seventy-five and hundred year anniversaries in the business world are not so common in this country as in Europe and elsewhere. To say that a company has been in business that length of time does not carry great weight in certain other parts of the world. But here old age still commands respect.

When the Ipswich Mills uses the slogan "Makers of good hosiery for one hundred years," we are quite properly impressed. Few American companies have the same long record of continuous business activity.

However it should not be inferred, from the scarcity of centuries in the commercial world, that anniversary advertising is of only restricted use. Even a five or ten year anniversary can be made to pull a share of the sales load. Some months ago a writer in PRINTERS' INK told how a concern made capital out of its twentieth anniversary.

This manufacturer announced that his twentieth year was to be his biggest. With that objective in view he adopted the novel idea of basing all his activities on the figure twenty. The advertising campaign was increased 20 per cent. A 20 per cent sales increase was decided on as the year's goal. Salesmen were asked to make twenty calls a day. Twenty new customers a month was another mark. "Twenty" was the slogan

for the year. The result was a sales increase of between 29 and 30 per cent.

The twenty-fifth anniversary is particularly adaptable to promotion purposes. The 1900 Washer Company, of Binghamton, New York, is celebrating its silver anniversary. A four-page insert in color in the business press bears, on the first page, a picture of a birthday cake with twenty-five candles already lighted. "Twenty-five Years of Service," is the headline followed by: "March 12—this is our birthday. When we started 25 years ago, we built nothing but hand-operated washers, for electric motors had not then been perfected. They were good washers even then, and thousands of the first ones are still in use. Over a million '1900' washers have since gone into the homes of as many Americans. Looking back, we feel that we, ably aided by our dealers, have contributed something worth while to the sum of human accomplishment—and that is its own reward. Looking ahead, we see even a greater opportunity to serve."

The copy then proceeds to assure dealers that the company does not mean to rest upon its oars. A change in distributive policy is announced and every effort made to emphasize the fact that in an industry where there have been many fly-by-nights a company in business to stay offers unusual opportunities to dealers and distributors.

A GOLDEN ANNIVERSARY ADVERTISING CAMPAIGN

How the golden anniversary may be celebrated is exemplified in the current campaign of the R. F. Simmons Company, Attleboro, Mass. One piece of business paper copy which we examined was devoted entirely to the anniversary event. Under a picture

of a Beau Brummel of fifty years ago we read: "When Grand-Dad Made 'Em Take Notice. Fashions change as tastes do. This smart young chap of 1873 would look a figure of fun to our modern eyes. Fifty years ago grand-dad bought his Simmons Chain for its fashionable smartness and veritable quality. These unchanging merits appeal to the men of today. Simmons Chains have gone on being good throughout all these fifty years."

There is additional copy along similar lines all designed to capitalize the fact that the company is fifty years old. The company promises "a line of Simmons Chains even more effective than the notable past has offered." In the company's general advertising appears the slogan: "For fifty years unsurpassed in watch chain value."

The diamond jubilee is also on record. William Skinner & Sons, New York, offer a splendid example of how to develop its possibilities. In full-page space an advertisement appearing in a woman's magazine pictures a young couple standing at the bottom of a stairway in a home. In shadowy outline back of each is a couple dressed in the style of 1848. Under the illustration we read: "1848—Through 75 years of changing fashions, Skinner's Silks have been first because of wearing quality—1923."

This year marks the centennial of the manufacture of the Chickering piano. The event is to be celebrated in befitting fashion. Chickering dealers in many cities are running special advertisements in newspapers built around the occasion and the company's business paper advertising also dwells on the completion of a full century of continuous manufacture.

The Ipswich Mills, which has already been mentioned, took occasion, on their one-hundredth anniversary to distribute a cloth bound book among the trade as a Christmas remembrance. The book was a splendid piece of printed literature and was entirely in keeping with the event.

This idea of issuing an anni-

versary book is employed frequently. Among others we recall that the General Chemical Company published a book entitled: "The General Chemical Company After Twenty Years." B. F. Goodrich Company distributed a brochure called: "The Golden Year of Goodrich," and the Denison Manufacturing Company got out a book under the name: "Seventy-Five Years in Business."

Several articles have appeared in *PRINTERS' INK* that furnish detailed descriptions of anniversary campaigns. Among these is an explanation of how the International Silver Company launched an extensive campaign around its Seventy-Fifth Anniversary. This appears on page 97 of the March 16, 1922 number. Additional articles will be found in the following issues: October 19, 1922, page 165; June 15, 1922, page 10; August 11, 1921, page 168, and March 6, 1919, page 10.—[Ed. *PRINTERS' INK*.

Sustenance for New and Old Ideas

O'CONNOR-GROSSE

New York, Apr. 11, 1923.

Editor of *PRINTERS' INK*:

I want to congratulate you on your very notable series on "Who Reads *PRINTERS' INK*?" Nothing could more definitely symbolize its worth.

It is an interesting commentary on the value of such reading. Some advertising men of my acquaintance, of the genus hobo family, advance the argument that so much of the content is old stuff and elemental that it hardly pays to devote the necessary time to its reading. Wherein they err. In business based so largely upon opinion, nothing is so interesting as to find in reading *PRINTERS' INK* constant corroboration of opinion. This feature in itself is invaluable aside from the fact that the acquiring of many new points of view is made possible. Personally, I am interested in what the other fellow thinks and is doing. He has helped me often. And I am permitted to possess, constantly, an interesting perspective of the entire business of advertising.

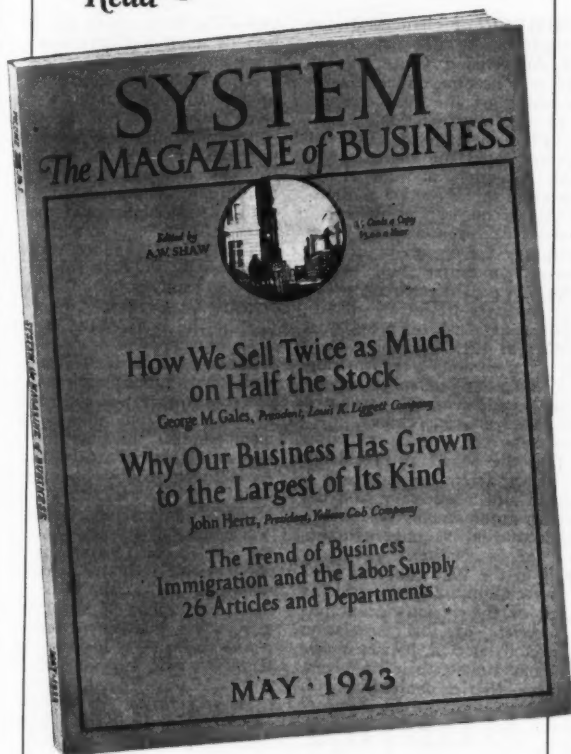
I value *PRINTERS' INK* as much as a post-graduate course. I have been reading your periodical for a long time, and I have thoroughly enjoyed it.

O'CONNOR-GROSSE.

Jos. L. Grosse.

Koons & Company, a new advertising business, has been established at Cincinnati by J. F. Koons, Jr., and Clem B. Reisenbeck.

Read~



At newsstands



25 cents

Associated Advertising Clubs to Effect Change in Organization

Among Important Changes That Become Effective on Opening of 1923 Convention Is the Creation of a Joint Assembly

A NUMBER of changes in the organization of the Associated Advertising Clubs of the World will become effective with the opening of the 1923 convention of that organization at Atlantic City on June 3. One of the more important changes will be the reduction in number of members of the executive committee from twenty-two to seven.

Under the organization's new constitution the members of this executive committee will be as follows: President, retiring president, secretary-treasurer, chairman of the board of presidents, chairman of the National Advertising Commission, a representative of sustaining members and a woman representing affiliated women's advertising clubs.

The new constitution provides also that the board of presidents shall select from its members a chairman and a secretary, and the chairman automatically becomes a member of the executive committee of the association.

Early in the 1923 convention of the association, club presidents of each of the various geographical districts of the association will meet to elect a district chairman from among their members, and these district chairmen, with representatives of the departments of the National Advertising Commission, will constitute a joint assembly, which will become one of the important bodies of the annual convention. The representatives of the commission will be selected by and from its membership, the three representatives of each department selecting one of their number.

It will be the duty of the joint assembly to receive and consider all proposals affecting the policy of the association and its functions and to conduct hearings upon such measures, whether sug-

gested by delegates to the convention or upon the initiative of the joint assembly itself.

All resolutions must be submitted to the assembly before being submitted to the general convention, and the assembly is required to report to the convention as soon as practicable all resolutions submitted to it, along with its recommendations concerning them.

The joint assembly must also nominate a candidate for president and a candidate for secretary-treasurer, not later than Tuesday of the convention.

Another change in the new constitution is that the National Advertising Commission is empowered to elect a chairman and a secretary from among its own members. In the past the secretary-treasurer of the Associated Advertising Clubs has automatically become secretary of the National Advertising Commission.

Specific provision is made in the new constitution that the convention delegates elected by affiliated clubs shall be either buyers or sellers of advertising or advertising writers or artists or connected with a business or publication which buys or sells advertising or advertising service.

Representation by the clubs in the future will be based upon the total membership of the clubs, as in the past. Each club will be allowed two delegates for the first ten members or less, and one for each succeeding twenty members, and, in addition, one delegate-at-large, who shall be entitled to cast two votes for the first ten members of his club, and one vote for each additional twenty members. If an advertising club sends only one delegate, he, as the delegate-at-large, may cast as many votes as were his club fully represented.

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About C

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A Reader Influence Equaled by Few Newspapers in the World

The Portland Oregonian gives its advertisers the largest total circulation and the largest home-delivered circulation in the Pacific Northwest.

But it gives them much more—

It gives them the benefit of a reader influence equaled by few newspapers in the world.

Most readers of The Oregonian read it because they prefer it to any other newspaper.

Average circulation, March, 1923—
Sunday 126,400
Daily 87,107

The Oregonian.

PORTLAND, OREGON

Represented in New York, Chicago, Detroit and San Francisco
 by Verree & Conklin, Inc.

About Oregon—

Six hundred lumber mills in the Portland territory are running full time—many of them night and day—to supply the lumber needs of the world.

The lumber mills of the Columbia river district shipped 739 million feet of lumber in 1922—more than enough to house the people of a city of 300,000.

Are You a "Small Advertising Agent"?

—If so, what does the future hold for you?

There are, in this country, a number of able advertising men engaged in the agency business, whose volume is restricted by a lack of capital and proper organization support.

If you are one of these men—so-called "small advertising agents"—this advertisement may mark the turning point in your business career.

The very initiative and aggressiveness that made you go in for yourself—the amount of work and thought that it has taken to keep you in business—these things can unquestionably be cashed in for more money than you are making today.

A man has only his time to sell—we can't put more hours in our days—the problem is to make the same number of hours bring greater financial returns.

The future for the small agency is largely one of accumulating capital for enlarged operations out of yearly profits—a slow process and not at all sure—subject to the setbacks attendant upon credit losses or bad years. You know as well as we do, the slowness of the building process and the risk and question attending growth.

Now here is the situation.

In the quarter of a century we have been engaged in the advertising agency business, we have recognized more and more that the problem in this field is—MEN.

And our continual growth in business and volume and strength has been directly attributable to the addition from time to time to our organization of the *right* kind of MEN—the kind of men for whom we gladly open exceptional money-making opportunities.

Our policy has always been one of helping the MEN who help us—of letting them grow and earn in direct relation to their capacities and abilities.

As a result, we have with us, men who in their own enterprises or other organizations were able to earn only from a quarter to a third as much as they have made here.

By a simple change of connection, men have repeatedly multiplied their earnings from three to four times, and—incidentally—materially widened their circles of influence.

We have a very strong feeling that there are right now operating so-called "small agencies" certain men who with our organization and our support can in a twelve-month achieve as great financial

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returns as they could reasonably expect to attain ten years from now the way they are operating today.

We want to locate these men—we want to talk with them.

As a basis for thought, consider the following facts:

—we have with us men who are earning and have earned over a period of years, incomes equivalent to the returns from a million safely invested dollars.

—our financial resources are large—consult the credit books. We have large surpluses awaiting only the right men to turn comparatively idle dollars into substantial profit for both of us.

—our yearly volume of business today, after a quarter of a century in this field, makes us easily one of the few really large agencies of the country.

—our list of clients and successes number many of the larger American concerns—some of them have been with this house for over two decades.

You will never know what your time and ability and knowledge and aggressiveness are really worth until you multiply the value of your time and reduce resistance by connecting yourself with an organization that wants you to make big money—and will give you real help.

There are two types of men we don't care to hear from—

—the first is the man who has failed. Only a man who has shown at least one year's profitable operation is eligible for what we have in mind.

—the second type we don't want to hear from, probably won't answer, anyway. That's the man whose false pride makes him sacrifice the certainty of income increase for the sake of having "his own name on the door." Experience shows that this man prefers empty titles to sound dollars, and we have money, but no titles to offer.

We realize the difficulty a man naturally faces in making up his mind to answer this advertisement.

To make it a little easier, let us say that your letter will not be regarded as anything except evidence of curiosity, unless you have the moral courage to come out and say that you're interested.

The General Manager of this company will personally receive your communication and it will be held in strictest confidence—even from his own organization.

Being rather plain and blunt ourselves, we like frank people—so—you needn't be "on guard." Don't be afraid to write the way you feel—man to man.

It doesn't make any particular difference what city you're located in. We've complete organizations operating in Chicago, New York and St. Louis, and if we're not where you are and you don't want to move—that fact will not be an obstacle.

Think it over.

This may spell the difference for you between comparatively small and really big things.

IRVING ALLEN, V. P. & Gen. Mgr.
H. W. Kastor & Sons Adv. Company
Lytton Bldg., Chicago

Here Are the Prize Winners

In the February 22nd issue of *Printers' Ink*, a prize of \$100 was offered for the best name submitted for an organization with the following aims and objects:

"A national non-profit educational association organized to promote the study and discussion of local, state, national and international questions in their social, economic and political phases. Its object is to make every American man and woman an enlightened voter at all elections, regardless of political affiliations."

Another \$100 was offered for the best name submitted for the monthly publication to be sent to the members of the organization.

Mr. W. F. D. Brown, 401 Athol Ave., Oakland, California, has been awarded the \$100 for the best name submitted for the organization.



National Federation UNCLE SAM'S VOTERS

Mr. L. W. Dunstatt, 72 Queen St., Toronto, Canada, has been awarded the \$100 for the best name submitted for the publication.



PUBLIC AFFAIRS OFFICIAL MAGAZINE UNCLE SAM'S VOTERS

\$200 FOR FIVE LETTERS

First Prize, \$100; Second Prize, \$50; Third Prize, \$25; Fourth Prize, \$15; Fifth Prize, \$10; for the best letters on the following subject:

"Why I Am Joining Uncle Sam's Voters"

The object of the letter writing contest is to learn what thoughts and ideas appeal to you as reasons for joining **UNCLE SAM'S VOTERS**. Write and tell me in not over 300 words. Contest closes June 30, 1923.

ARE YOU THE MAN OR WOMAN?

I have an interesting financial proposition for those who can give all or part of their time to organizing local Assemblies of **UNCLE SAM'S VOTERS**. Write me in what locality you wish to work as an organizer. First-class references must be sent with all applications for territory.

Address

Samuel Adams, UNCLE SAM'S VOTERS
401 Citizens Savings Bank Building
WASHINGTON, D. C.

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Fighting the Bug That Destroys \$200,000,000 in Property a Year

Process Chemicals, Inc., of New York City, Introduces Larvex, a Moth-proofing Chemical, and Perfects a Machine Which Will Spray Woolens during the Process of Sponging and Shrinking—
Then Advertising Enters

IT is unfortunate for the human race that most things which it desires are the natural food of the insect—that particular denizen of the earth whose value in the scheme of things is seriously questioned by many. The depredations of the hungry hordes of these multifarious bugs cause an annual property loss which makes the fortunes of many Rockefellers look like a handful of subway change.

The cutworm attacks the corn, and we who placidly munch our cornflakes at the breakfast table know not of the many dishes it has consumed before us. The tobacco flea beetle fights for its weed in Kentucky, but we buy our next pack of cigarettes on the corner and do not give him a passing thought. The Hessian fly is a ravenous insect, always hungry for wheat and the boll weevils' passion for cotton is well known. But the one bug of the lot which is best known to us all is the common, insignificant looking, clothes-closet moth, despised and hated by everyone because of its irritating ways.

The moth is the great pest, of the housewife, the cause of a semi-annual struggle to save last year's clothes for another season of wear. How to keep woolens safe from the devouring hunger of this widespread pest has been an absorbing problem for years, for the housewife, the clothing manufacturer, the manufacturer of fabrics and everyone interested in woolens. A big problem, the solution of which would be one of the most important forward steps which the woolen industry has taken in many years. Process Chemicals Inc., heralds Larvex as "the greatest discovery of our industrial age." Will it solve this problem?

Larvex advertising states that woolen fabrics and clothing can be permanently protected from moth damage if treated by the Larvex process. Larvex is an odorless, harmless and non-combustible chemical, distasteful to moths. When applied to cloth during the process of sponging by especially designed machines, the product is claimed to moth-proof the cloth for all time.

The selling method for Larvex is unusual. The clothing manufacturer and the sponger are the keystones of the arch of the merchandising plan. Larvex spraying machines will be installed in the sponger's plant without cost and the Larvex chemical will be furnished without charge. As soon as a sponger has been equipped with machines the Process Chemical Company will solicit the clothing manufacturers who are customers of the sponger and endeavor to secure contracts from them to have their yardage moth-proofed by the Larvex method during the process of sponging.

The charge to the manufacturer for this operation will be one and one-half cent per yard, payable to Process Chemicals Inc., which will in turn rebate one-half of this amount or three-quarters cent per yard to the sponger who does the work. Where the manufacturer is equipped with a sponging plant of his own the charge will be only one cent per yard. As there are approximately three and one-half yards to the suit the extra cost for moth-proofing a suit will therefore be five cents.

Process Chemicals Inc. guarantees that the Larvex process will moth-proof goods for life. It backs up this guarantee by a bond issued by an indemnity company and held by a trust company as depository. Process Chemicals

issues these bonds to the manufacturers of clothing, one for each suit or overcoat. The number of bonds issued is determined by the yardage moth-proofed for the manufacturer. The manufacturer places one bond in the pocket of each garment and it then becomes a guarantee to the consumer that

one costs only five cents a suit." The advertising also states that "six months from now every manufacturer of clothing will be permanently moth-proofing fabrics just as everyone today is shrinking them."

While Process Chemicals Inc., is now concentrating its efforts upon woollens for clothing, it is planned to extend immediately its work to cover the entire field of woolen fabrics and also to market the Larvex chemical in bottles with patent spray attached, to the household trade.

It is said that a number of important manufacturers of clothing in this country are now moth-proofing their fabrics by this method and are to herald the fact in their advertising.

Forbids Radio Advertising

The governing committee of the New York Stock Exchange has forbidden broadcasting by its members of market information, business conditions, forecasts, etc., intended to advertise the member or stimulate interest in certain securities or the market, except to approved broadcasting stations at such intervals and under such regulations as the committee prescribes.

Indiscriminate saturation of the ether with matter of possible interest to but a slight minority of radio fans is the charge against radio advertising. Whether or not it should

be permitted at all is a moot question. The motive actuating the Stock Exchange ruling was not sympathy for the fans, however, but simply a further provision to insure the strict supervision which the governing committee has always maintained over the advertising of members of the Stock Exchange.

Albe Spring Cover Account with Maxton R. Davies

The Albe Manufacturing Company, of Cleveland, manufacturer of spring covers, has placed its account with the Maxton R. Davies Company, advertising agency of that city.

"Larvex" permanently protects against moth damage

Every Manufacturer Can Add A Great Big PLUS Point to the Value of His Clothing at the Nominal Cost of 5c a Suit

IN THE SPRING a manufacturer's thoughts are naturally turned to the bonds with which. The annual worry with mothproofing and moth damage is about to begin.

At the nominal cost of 5c a suit every manufacturer can make his clothing permanently moth-proofed. The Larvex Moth-Proofing Process, through a very simple operation combined with the guarantee, enables the fabric manufacturer to insure his suit against the entire life of the suit or overcoat. One binding guarantee to the effort goes with each garment.

If you were not to buy a suit or overcoat for yourself, which would you choose at the same cost — one that was guaranteed mothproofed or the one that was not?

There is your problem in a nutshell — what will be the public's opinion toward mothproofed clothing? The only thing that stands between you and protection against moth damage is 5c a suit.

This is a matter of child importance to both manufacturer and consumer. The greatest discovery of our industrial age is at your service.

If manufacturers will be glad to sell to you all the Larvex suits before you.

a suit 1 1/2c a yard

PROCESS CHEMICALS INCORPORATED

FISK BUILDING 57th Street at Broadway NEW YORK CITY

NO ESCAPE FROM THE SMALL-COST IDEA IS PERMITTED

he can get his money back if Larvex fails in accomplishment.

An extensive advertising campaign for Larvex is under way. The advertising at the present time is being directed to the manufacturer of clothing, to the sponger and to the retailer. The copy lays particular stress upon permanent moth-proofing as a new selling point for clothing, stating that, "a new selling point is worth its weight in gold but this

The Atlanta Journal

Atlanta, Ga.

LEADS IN CIRCULATION

Now—As Always!

In every statement which it has made to the Post Office Department since the ownership and circulation law was passed, The Atlanta Journal has shown the largest circulation of any daily newspaper published in Georgia.

For every issue since February 25, 1923, the PAID circulation of The Sunday Journal has been over

100,000

The Journal is the only Atlanta daily paper which has not quoted reduced rates to R. F. D. subscribers. Both other Atlanta papers cut their price in half.

The circulation of The Journal is concentrated in Atlanta and the thriving towns of Atlanta's natural trade zone.

Every merchant of Atlanta who uses newspaper advertising will say that

*Advertising in The Journal
Sells the Goods*



Antlers

THE best defense is an attack. At the season when the buck must protect his rights, Nature gives him a crown of spears—perhaps the most beautiful as well as most effective weapons she ever created.

In business, as in nature, attack is the best protection. And it is the purpose of engravings to increase both the beauty and effectiveness of that attack—advertising.

Gatchel & Manning have made many beautiful, many effective engravings. We realize their possibilities, their purpose and that they must be economical—adapted to their particular purpose. We would like to serve you.

**Gatchel &
Manning, Inc.**

C. A. STINSON, Pres.

PHOTO-ENGRAVERS
Philadelphia

Franklin's Proverbs Used in Advertising of Namesake

In the business-paper advertising of the Franklin Sugar Refining Company, of Philadelphia, the company is adapting its copy to themes based on the maxims of Benjamin Franklin. Each piece of copy is illustrated with a drawing of Franklin under which appears one of his proverbs.

"He that lives on hope will die fasting," is the maxim of one advertisement. The company then proceeds to apply this proverb to its product and the business of the dealer as follows: "The retailer can only hope to make a living profit on bulk sugar, and he can't live on hope. He can't get 175-2 lb. bags out of a 350 lb. sugar barrel. He can change the 'hope' of a profit on sugar to a 'certainty,' if he sells Franklin Package Sugars. He gets full weight when he buys it and he gives his customers full weight when he sells it, and in addition he gives them an absolutely clean product."

Appointed General Sales Manager of Pilot Motor Car

G. C. Morgan has been appointed general sales manager of the Pilot Motor Car Company, Richmond, Ind. Mr. Morgan was formerly general sales manager of the Earl Motor Car Company, Jackson, Mich., and for several years with The Willys-Overland Company, at Toledo, O.

Cloak and Suit Account for Peck Agency

The advertising account of Wm. Davies & Company, New York, manufacturers of cloaks and suits has been placed with the Peck Advertising Agency, Inc., also of that city. Newspapers and class publications will be used.

Snitzler-Warner Agency Has Iowa Food Account

The Snitzler-Warner Company, Chicago advertising agency, has been appointed to handle the advertising of the Jackson Company, Dubuque, Ia., manufacturer of vinegar, peanut butter and mustard. A campaign is being placed in newspapers for "Jaxon" mustard.

Arch Brace Account for Lord & Thomas

The Jung Arch Brace Company, of Cincinnati, manufacturer of the Jung Arch Brace, has placed its advertising account with Lord & Thomas.

Joins Toledo Sign Concern

Guy Locking has joined The Allen Sign Company, Toledo, O. He was formerly advertising manager of the Milburn Electric division of the Milburn Wagon Company, also of Toledo.

2340 Inquiries From Hardware Buyers

The hardware "Letter Box" department of **HARDWARE AND METAL** answered 2340 inquiries from Canadian wholesale and retail hardware firms during 1922.

This number (2340) includes only actual inquiries for information regarding sources of supply and addresses of manufacturers, and does not include the hundreds of inquiries which were received asking for information regarding store problems, legislation, sales tax problems, insurance problems, etc.

We have been serving the Canadian hardware trade for 35 years.

If interested in the Canadian hardware trade, you will be interested in a booklet entitled, "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

Hardware and Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

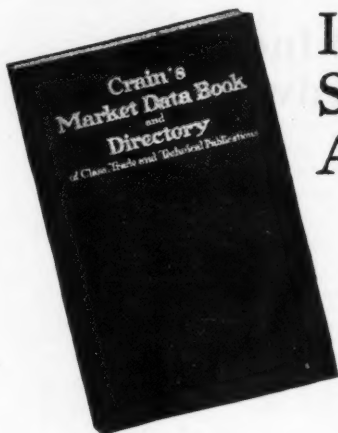
*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

Published monthly
by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.



Information Service for Advertisers and Agencies 1923 Edition Now Ready

Contains Thousands of Facts About Markets

No matter what you want to find out about a given market, you can get the facts in Crain's Market Data Book and Directory.

If you want the volume of business in the furniture trade, the rating of the automobile dealers, the buying methods of the iron and steel industry, the distribution of cotton mills, the number of public schools, the horsepower of the central stations, you will find it in Crain's Market Data Book and Directory.

This is the day of market research. The sales manager or advertising man who does not find out the facts about the markets he wants to reach before he begins his campaign for business is needlessly handicapping himself, and adding to his sales costs.

By using Crain's Market Data Book and Directory, the facts may be found immediately, and authentic data substituted for guesswork.

Wouldn't it be worth your while to have on your desk a book that you can refer to constantly for exact statistics and market data about the fields that you are interested in?

Information Organized by Trades and Industries

The information contained in the 500 pages of this book consists of thousands of facts. They are assembled and organized by trades and industries, beginning with Architecture and running through to Woodworking.

The aim in each field is to give a cleancut picture, including the number of buying units, volume of business, distribution by ratings, buying methods, buying seasons, range of products used or handled, recent changes and tendencies, etc.

The merchandiser interested in getting business from a given field need only to turn to the corresponding section in Crain's Market Data Book and Directory to get the facts regarding the field.

It furnishes the basic data, and supplies the outline upon which to build a definite sales plan formulated with reference to the particular product or line which the merchandiser is planning to market.

Crain's Market Data Book and Directory does not take the place of individual research—but it supplies authentic material upon which to build up quickly and accurately detailed research material.

Complete Publication Data on Business-Paper Field

For the benefit of advertisers, complete classified lists of publications serving each trade, industry and profession are supplied, immediately following the market data for each field.

This information consists not only of the names and addresses of publications, but also exact data regarding the fields covered, circulations, rates, closing dates, mechanical requirements and other facts of interest to advertisers making up lists and preparing estimates of the cost of campaigns.

These lists are invaluable to the research worker in indicating publications from which current market quotations and other data may be obtained, with reference to conditions prevailing at a given moment in a trade or industry in which the investigator may be interested.

In addition to complete data about publications in the United States and Canada, which are listed in each market section, there is a separate list of publications in every foreign country.

This information is of special advantage to the export sales manager, and to those who desire either to advertise abroad or to obtain information regarding individual industries abroad.

Hundreds of Authentic Sources of Information Utilized for This Book

This is the third edition of Crain's Market Data Book and Directory. Our editors have spent years in compiling and collating data from every available source, including government, trade association, publication and other authorities. This means absolute reliability for the information.

Thousands of manufacturers, as well as advertising agencies, libraries and others, are making regular use of the publication for reference purposes.

Use It in Planning Your Sales and Advertising Drives— Get Facts Straight!

Send now for your copy of Crain's Market Data Book and Directory! Examine it, note the vast fund of valuable information it contains, and keep it only if you find it of definite value to you and your organization. The burden of proof is on us.

Sent on Five Days Approval—Price \$5

Use the Coupon Below

CRAIN'S MARKET DATA BOOK AND DIRECTORY

537 S. Dearborn Street, Chicago

As offered in PRINTERS' INK, please send on five days' approval one copy of your 1923 edition. If retained, after five days, \$5.00 will be remitted on receipt of bill.

Name.....
Company.....
Street No.....
City..... State.....

Los Angeles Advertising For March 1923

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles daily newspapers.

| Display Advertising | Times % | Examiner % | Express % | Herald % | Record % |
|-------------------------------|--------------|--------------|--------------|--------------|-------------|
| Agriculture..... | 60.55 | 14.61 | 9.26 | 12.91 | 2.67 |
| Autos & Accessories... | 30.15 | 27.14 | 17.34 | 20.66 | 4.71 |
| Amusements, etc..... | 22.29 | 21.37 | 19.35 | 18.75 | 18.24 |
| Banks and Financials... | 39.32 | 24.18 | 20.32 | 13.52 | 2.66 |
| Books and Publishers... | 59.57 | 32.84 | | 7.29 | 3.30 |
| Building Materials... | 33.84 | 33.45 | 17.68 | 11.32 | 3.71 |
| Cafes..... | 21.01 | 40.73 | 11.92 | 16.90 | 9.44 |
| Churches & Lectures... | 34.87 | 25.63 | 22.44 | 13.20 | 3.86 |
| Cloaks and Suits..... | 18.52 | 18.53 | 14.78 | 37.12 | 11.05 |
| Dentists..... | 23.63 | 34.06 | 11.79 | 23.84 | 6.68 |
| Department Stores..... | 22.48 | 4.01 | 29.28 | 25.32 | 18.91 |
| Druggists..... | 16.87 | 19.37 | 20.75 | 38.70 | 14.31 |
| Foodstuffs..... | 19.87 | 19.02 | 21.00 | 27.42 | 12.69 |
| Furniture..... | 26.07 | 21.81 | 17.76 | 26.60 | 7.76 |
| Hardware..... | 26.58 | 27.00 | 7.48 | 31.95 | 6.99 |
| Hotels and Resorts... | 54.07 | 30.46 | 6.02 | 5.92 | 3.53 |
| Jewelers and Opticians... | 24.70 | 21.31 | 11.93 | 37.44 | 4.62 |
| Machinery..... | 94.41 | 5.59 | | | |
| Medical..... | 41.68 | 19.32 | 10.40 | 21.07 | 7.53 |
| Men's Clothing..... | 23.29 | 23.13 | 19.15 | 25.72 | 8.71 |
| Miscellaneous..... | 29.84 | 24.24 | 12.99 | 19.09 | 13.84 |
| Musical Instruments... | 25.86 | 31.77 | 22.36 | 17.12 | 2.89 |
| Office Equipment..... | 41.98 | 36.46 | 8.40 | 10.52 | 2.64 |
| Proprietary Articles... | 25.77 | 30.74 | 13.28 | 22.99 | 7.22 |
| Real Estate..... | 27.48 | 26.64 | 15.47 | 23.78 | 6.63 |
| Schools, etc..... | 28.62 | 23.77 | 22.07 | 13.43 | 12.11 |
| Shoes..... | 26.84 | 11.61 | 22.91 | 32.91 | 5.73 |
| Sporting Goods..... | 58.91 | .81 | .81 | 38.89 | .58 |
| Tobacco..... | 32.54 | 48.28 | 3.30 | 12.44 | 3.44 |
| Transportation..... | 31.39 | 32.21 | 15.79 | 14.05 | 6.56 |
| Foreign Readers..... | 26.00 | 16.00 | 20.00 | 16.00 | 22.00 |
| Classified..... | 38.41 | 31.07 | 9.73 | 19.14 | 1.65 |
| Total Paid Advertising | 30.20 | 23.50 | 16.58 | 22.02 | 7.70 |

THE TIMES leads in 17 classifications

Herald leads in 8 classifications

Examiner leads in 6 classifications

Express leads in 1 classification

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York

New Idea Uncovers a Market within Present One

(Continued from page 56)

flects that everything had gone off successfully with one exception—it had been somewhat embarrassing at one time during the meal to have to whisk away the knives and forks and spoons to be washed before the next course. And once Mary had to rush out some old silver that didn't match at all.

In another advertisement a number of guests are arriving—these are the guests one would like to invite if one only had enough silverware to entertain them adequately. Being ready to receive these people means that the appointments of the home must be ample—that the silverware, for instance, must be plentiful and attractive enough to make the serving of dinner an easy, gracious thing.

A third advertisement presents the idea in picture and story that Felicia Holmes, Eleanor Duncan, the two Talbot girls and the Baxters—all jolly girls—who had been so nice, would make a wonderful party if they could all be invited at one time, but that would make a party of eight, and a party of eight at luncheon was simply out of the question, as there wasn't silverware enough to do it. When these girls entertained they entertained exquisitely, and to try and entertain them without the right things to do it with would be out of the question. This advertisement is entitled, "The luncheon she never gave."

Another advertisement takes up the "borrowing" idea. A party of relatives has just arrived—seven grown-ups and two children. Quick—a rush next door to borrow some extra silverware from Patricia, or across the street to Hilda, the only two people on the street who have patterns to match.

One of the best in the series is the "dining out" idea, where a child of eleven says to her mother,

"Mother, what is this fork for?" thereby advertising to every one present that "mother" has not such a piece of silverware in her own set. Result—embarrassment on all sides.

In each instance the "story" or incident is not the whole advertisement, but rather the idea to which the advertisement is linked. The idea is placed at the top of the advertisement; beneath it comes the advertisement proper in which the reader is told how the embarrassing or inconvenient situation set forth above may be avoided by the purchase of additional silverware in small quantities. In these suggestions lies the big selling idea previously referred to. The way in which this idea is worked into each advertisement is worth a moment's study.

For example, the "story" in the first advertisement is entitled "After the guests are gone!" Beneath this the caption of the advertisement proper reads, "How often have you said 'I must get more silver?'" Keeping close to this idea, the copy reiterates, "How often you have been inconvenienced because you have not had enough silverware! And all so needlessly! For the cost of adding to your silverware in small quantities, if you wish, is very reasonable."

CONCRETE SUGGESTIONS ARE OFFERED

Notice the concrete suggestion offered to the reader in the rest of the copy:

"In 1847 Rogers Bros. Silverplate, its quality tested by three-quarters of a century, you can get the needed half-dozen and dozens of things most inexpensively. A set of six teaspoons in the beautiful Anniversary or any other 1847 Rogers Bros. pattern costs only \$3.75. Other pieces are priced on the same moderate scale.

"Remember that 1847 Rogers Bros. patterns may be added to from time to time. And every pattern comes in the niceties of the well-set table—such as salad forks, ice cream forks, bouillon spoons, coffee spoons and serving pieces."

(Member A.B.C.)

The Southern Planter

(Est. 1840)

Richmond, Virginia

Statistics compiled by 25,000 U. S. crop reporters show that Virginia farmers produce on their farms a larger percentage of their home supplies than any other State.

The States ranking 3rd and 4th are also wholly in the Southern Planter territory, while the 2nd immediately adjoins it.

Here are the figures:

| | |
|----------------|-------|
| Virginia | 79.2% |
| Delaware | 79.1% |
| North Carolina | 78.9% |
| Maryland | 78.5% |

Here are other figures:

| | |
|----------|-------|
| Ohio | 77.4% |
| Indiana | 72.4% |
| Nebraska | 66.0% |

Farmers, producing their own supplies—living at home—are the best all-the-year customers. The Southern Planter offers advertisers a 100% market of this kind—Virginia, North Carolina, Maryland—135,000 paid circulation.

For full and complete information write to the home office or

J. M. RIDDLE CO.

New York, Chicago, Cleveland, St. Louis, Kansas City, San Francisco, Atlanta

Every advertisement in the series brings the reader around to this consideration. In the one about "the guests you couldn't invite," the suggestion is made that "you can add to your present silver more reasonably than you think. A set of six orange spoons in the Ambassador or any other pattern costs only \$5.50. Other pieces are priced as inexpensively." In every advertisement a particular piece is illustrated, enlarged, while in the lower portion of the advertisement a group of pieces is shown, like an after-dinner coffee set, or an after-theatre dinner set.

One other feature not hitherto mentioned, is also made a part of every advertisement—a booklet, entitled "How Much Silverware," which is described in the following words:

"Send for 'How Much Silverware,' booklet A-90 (every piece of copy is keyed for direct returns) which outlines the table service families of different sizes should have for gracious, comfortable living—every day and for entertaining. We also furnish handsome illustrations of the Ambassador and other patterns."

DEALER PROVIDED WITH BOOKLETS

Quite an important feature of the campaign is the furnishing of this booklet to the dealer in quantities, with a prepared letter to be sent to a list of his customers enclosing a copy of the booklet inviting the customer to call and inspect the goods.

This booklet, by the way, is interesting all by itself, for it takes hold of the reader at a place where it is sure to be interesting to pretty nearly every family—namely, when there were only two in the family and newlyweds at that. A minimum line-up of silverware is suggested for a start. As the pages of the booklet turn over, other pieces of silverware are suggested, until the reader finds himself provided with such things as a "cheese server" and a "bird carving set." One even learns what to provide in the way of silverware for the children.



DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

Advertising

130 WEST FORTY-SECOND STREET
NEW YORK

Main at Colfax
SOUTH BEND

McCormick Building
CHICAGO

THERE is only one drug publication in Canada giving a weekly market and news service to the trade. The price service alone makes the paper worth many times the subscription cost. You can reach the most important buyers from coast to coast in Canada through this A.B.C. paper.

Druggists' Weekly

A.B.C.

143-153 University Ave., Toronto, Can.

For Advertising and Sales Managers

Reduce Your Selling Costs

By using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. POSTAGE BUSINESS MAGAZINE is the monthly magazine of Direct-Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

大陸報

AN ANNOUNCEMENT BY THE CHINA PRESS

SHANGHAI, CHINA

THE FOREMOST AMERICAN NEWS-
PAPER IN CHINA—HAVING THE LARG-
EST CIRCULATION IN THE FAR EAST

MR. H. C. NORMAN, Advertising Manager
of The China Press, having been unexpect-
edly prevented from paying his promised visit
to the States in September last, will definitely
be in the following cities on or about the
dates mentioned when he will be very pleased
to have appointments with agencies or man-
ufacturers interested in the rapidly expanding
China Market.

THE CHINA PRESS.

| | |
|---------------|----------|
| Vancouver | April 24 |
| Montreal | " 29 |
| New York | May 1 |
| Philadelphia | " 11 |
| Buffalo | " 13 |
| Toronto | " 15 |
| Cleveland | " 18 |
| Toledo | " 23 |
| Detroit | " 26 |
| Indianapolis | June 2 |
| Chicago | " 4 |
| St. Louis | " 15 |
| Los Angeles | " 22 |
| San Francisco | " 25 |
| Seattle | " 30 |

Address all mail to H.
C. NORMAN (Shanghai)
Care National City Bank,
60 Wall St., New York,
or to any Branch of the
Bank in above cities.



The general campaign covers a list of women's periodicals, a national weekly and an extensive group of farm papers, practically all insertions being in color. The campaign in the jewelry and hardware publications will consist of two-page spreads, the first of which is in full color.

The advertising campaign to the trade makes a special effort to centre the retail merchant's attention on the big opportunities that exist for him in the advertising to the consumer. It is, moreover, a unique example of how business-paper advertising may be used to take a national campaign apart and show the dealer how it works. It emphasizes the superiority of advertising that is creative instead of competitive. In every advertisement, specimens of the national copy are reproduced.

One of the advertisements to the trade is entitled, "What's in this Advertising?" On the left-hand page is a reproduction of the national advertisement about "the luncheon she never gave." On the right-hand page this advertisement is analyzed graphically to show the dealer the importance of each of its parts. Seven points are enumerated and commented on as follows:

"1. Illustration and terse, human-interest story paint a situation that is universal in appeal, for it deals with the annoyance the lack of silverware can cause the mistress of any home.

"2. Headline and opening paragraph apply the inconvenience of lack of silverware to the case of the individual reader.

"3. Second paragraph shows that lack of silverware is needless. It fills that lack with '1847 Rogers Bros.'—the reasonable in price. And it stresses the fact that '1847 Rogers Bros.' comes in the secondary pieces most needed and most neglected in the average home.

"4. Third paragraph clinches sales argument by driving home 1847 Rogers Bros. quality, guarantee and prestige. It sends the reader to your shop to buy the silverware she needs.

"5. Last paragraph asks her to



The whole subject of business correspondence and mail-order selling under one cover

BETWEEN the covers of this 1048-page book is everything that a man needs to know about letter-writing practice and mail-order selling. A live, practical reference work of encyclopedic proportions.

THE HANDBOOK OF BUSINESS CORRESPONDENCE

by S. Roland Hall

1048 pages, flexible Keratol, \$5.00

Sanely and practically Hall discusses mailing lists, correspondence supervision, better English, working methods, management, and a score of other vital topics. He shows you how to write the right kind of selling letters, collection letters, adjustment letters, credit letters—letters to women, to farmers, to dealers, to salesmen, to professional men, etc. There are thirty big sections, each well worth the entire price of the volume.

Hundreds of successful selling and collection letters reproduced

Among the many interesting features of the book are, (1) a section of 154 pages devoted to follow-up campaigns; (2) a large section containing selling letters used by representative business firms, with statements from the original users as to results obtained; (3) a section of about 100 pages made up from a rewritten series of bulletins on better business letters, prepared originally by the author in loose-leaf form and used by more than 500 of the leading business organizations of the country.

Examine it for 10 days FREE!

FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., INC.,
370 Seventh Avenue, New York

You may send me for 10 days' examination S. Roland Hall's **HANDBOOK OF BUSINESS CORRESPONDENCE**, \$5.00 net, postpaid. I agree to return the book, postpaid, within 10 days of receipt or remit for it.

Name

Address

Official Position

Name of Company

P. I.—4-19-23

CONSULTING MARKETING COUNSEL

A modern service to increase your profits and lower your costs of Advertising and Marketing operations.

The personal and confidential service for Manufacturers, on a fee basis.

The **OPINION OF EXPERIENCE** is worth listening to when making your advertising investment.

Correspondence invited.

Advisory Marketing Counsel

City Hall Station, Drawer
No. 110, New York, N. Y.

The Sig-no-Graph

is an electric lighted window billboard, 18" x 24", costing from 10c to 15c a day, that advertises your name and products; creates sales for your dealers; and cements your general advertising and your dealers' cash registers. Send for complete details.

The Sig-no-Graph Co.

1400 So. Michigan Blvd.
Chicago, Ill.

send for 'How Much Silverware,' a booklet which ties up with the lack of silver that is prevalent in nearly every established household.

"6. Display of important hollowware pieces with descriptive paragraph.

"7. Secondary piece featured in effective display."

Another dealer advertisement is entitled "Creative Advertising," and explains that "advertising may be competitive—fighting wildly for a certain amount of business that exists in a known market. Or it may be creative—delving into untried sales possibilities, discovering for itself the logical outlets for more products." Then the copy goes on to explain how the present campaign is *creative*—that it is devised to build sales in the untouched market for silverplate, which is the established family.

All the details of the campaign, including reproductions of the color advertisements, a complete schedule of insertions, with display cards, newspaper advertisements, specimen letters for circularizing, have been put together in a comprehensive portfolio for the company's representatives and jobbers' salesmen. It is entitled, "Sell to the untouched market," and the message it conveys to the company's salesmen and jobbers is contained in the following quotation taken from the portfolio:

"Advertising today, to be most efficient, needs to be more than the mere exploitation of the beauty or the qualities or the attractiveness of any particular article or commodity. It must render service both to the consuming public at whom it is aimed and to the trade who form the distributing channels. Business writers, such as Babson, tell us that the present time offers great opportunities when advertising is used in this creative and educational way. In most lines of manufacture there are a number of concerns contending for the same market. But few lines are exclusive. The greatest rewards in advertising will result from the advertising that is most creative of sales."

March 29th edition PRINTERS' INK was 20,937

Since January 2, 1919, the circulation of PRINTERS' INK has increased from 12,614 to 20,937—a gain of 8,323.

Every subscription prospect solicited during that period has been a national advertiser or manufacturer who was a prospective national advertiser.

PRINTERS' INK does not use general lists in recruiting new prospects, but chooses its own prospects from the advertisers as they appear in the leading business and trade publications. It is not clubbed, nor does it employ solicitors or subscription agents; uses no premiums and allows no discounts or commissions. All subscriptions are net.

Our subscribers have been attracted to us solely on the appeal of our editorial contents—77.3% have renewed their subscriptions during the past year.

This is the kind of circulation that has been constantly reducing our rate per page per thousand from \$7.14 on January 2, 1919, to its present rate per page per thousand of \$4.85—a reduction of 32%.

PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVENUE, NEW YORK CITY

Addressing and Mailing

WITH

Improved Method

FOR

Publishers, Mail Order and Commercial Houses

The Pollard-Alling System furnishes publishers the much-desired opportunity for getting entirely away from the old galley method of handling mailing lists and newsdealers' lists; the consequent high labor costs and almost invariable delay in getting names on lists promptly.

Put your mailing lists in the circulation department under the observation as well as supervision of the circulation manager.

Get every name in the list up to within an hour of closing time—subscribers as well as newsdealers.

This system is the most economically operated in the world—for speed, dependability, durability and small space required it has no equal. A list of 90,000 can be handled in a space 10 feet square.

All operations at high speed and the lowest cost for up-keep of any system on the market will be exhibited at the A. N. P. A. Convention in the White and Gold Room at the Waldorf-Astoria Hotel. Room 110.

Write for particulars giving us information concerning your needs and size of lists.

POLLARD-ALLING MANUFACTURING CO.

Addressing and Mailing Machines

220-230 West 19th Street

New York City

Apr. 19

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Every detail of the campaign is fully described, including a number of suggestions for window displays.

"Our campaign has been laid out for the entire year," said Mr. Snow, "reaching its culmination in November and December, 1923, when buying for the holiday season will reach its greatest height. So far as the campaign has gone, it shows results far in excess of expectations. Judged on the basis of direct inquiries, though we never place over-much reliance on that, the campaign is attracting very favorable attention and resulting in increased sales."

Publishers Form Co-operative Association

An association has been formed at New York under the name of the Publishers' Co-operative Association for the purpose of manufacturing the publications of its members. These publications include the following: *The Outlook*, *Motion Picture News*, *Survey*, *Survey Graphic*, *Textile World*, "Official American Textile Directory," "The Textile Catalog," "Hendricks Commercial Register," "Hendricks Commercial Bulletin," *The Ford Dealers' News*, *Life Association News* and *How to Make Money*.

The officers of the association are Colonel Henry H. Burdick, of the S. E. Hendricks Company, chairman, and E. K. Gillett, of *Motion Picture News*, secretary. The following are members of the executive board: Lawrence M. Abbot, *The Outlook*, and J. H. Bragdon, of *Textile World*.

Kurt H. Volk Joins Philadelphia Linotypers

Kurt H. Volk has joined the Progressive Composition Company, Philadelphia linotypers, as manager of its typographic department. He recently had been associated with S. Willens & Company, typographers, also of Philadelphia. Mr. Volk for thirteen years was with N. W. Ayer & Son as superintendent of the printing department.

Butter Account for St. Louis Agency

The Chappelow Advertising Company, of St. Louis, has obtained the account of the Sugar Creek Creamery Company, maker of Sugar Creek Butter. The headquarters of this company are located at Danville, Ill., and it has branches in Chicago, Pana, Ill., Louisville, St. Louis, Pittsburgh, Indianapolis and Jacksonville, Fla.

The Le Claire Hotel, Moline, Ill., has placed its advertising account with the Mace Advertising Agency, Peoria, Ill.



FILM CAMPAIGNS

SOME OF THE BEST THINGS ABOUT WHAT YOU HAVE TO SELL CAN BE BROUGHT OUT **ONLY** BY MOVING PICTURES. WE ARE NEARING OUR TENTH YEAR AS SPECIALISTS IN THIS PARTICULAR FIELD AND ARE THOROUGHLY EQUIPPED TO GIVE YOU A **COMPLETE SERVICE**.

BOSWORTH, DEFRENES & FELTON
PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

The circulation of *The Billboard* is easily double that of all other theatrical trade papers combined.

Actors and showmen know this.

Our representatives will convince you that the assertion is true, if given the opportunity.

Member A. B. C.

NEW YORK
1493 BWAY. BRYANT 8470
CHICAGO | CINCINNATI
35 SO. DEARBORN | 25 OPERA PL.

Boyd's Lists

ESTABLISHED 1830

Our Price List AA-53 deserves a permanent place in your records. It gives you the number of people engaged in any business or profession; the number of Residents worth \$5,000, \$50,000, \$100,000, in any state or city. Just ask for a copy on your business stationery.

List Compilers for three-quarters of a century. Addressing. Mailing. Reproduced Letters.

BOYD'S CITY DISPATCH

19-21 Beekman Street
New York City

Reaching the Men in charge
in Russia and Thousands of
Russian Sympathisers
in America

**SOVIET RUSSIA
PICTORIAL**

A Graphic Monthly Review
of Russian Affairs
(in English)

Circulated in the United States,
Canada and Soviet Russia.

Advertising Rates on Request.

Address:
Room 31, 201 W. 13th St.
New York City

Tired Products and New Ways to Sell Them

(Continued from page 6)

to buy the books more than men. The reason was simple. Each wife wanted to spring a new dish on friend husband and introduce it as Senator Sorghum's favorite method of cooking ham, or Henry Bestseller's best bet among the thick soups.

Like Robinson Crusoe and Gulliver's Travels, which set out to interest and instruct adults and found their big sale among the children, this book found its greater market among the opposite sex, and the psychology of the incident has a suggestion for many manufacturers of products for men. The Gillette company, the makers of Krementz Collar Buttons, and a multitude of other manufacturers of "men only" goods could testify to the added sales which come from the purchasing power of women.

Retailers, factory superintendents, "queer" consumers and salesmen have all made suggestions by which manufacturers have been enabled to add a new touch of imagination to old products which kept them from getting tired. And in one case, at least, it was the wife of a factory worker who, trying out in her kitchen a piece of glass intended for a railway signal tower, discovered that it baked fine pies, and so gave a new market to a new product. For Pyrex moves quickly, as any retailer can testify. Nor must we forget the night watchman who, as the fable goes, allowed the steam to run into the vats too long one night and "spoiled" a batch of yellow soap to make one that floated, later called Ivory.

I mention two accidental discoveries to lead up to the statement that I do not believe there is any exact science of discovering a new idea to add to a product which will make it move more rapidly from the shelves, out into the consumer's home. The manufacturer of silos with business

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Ford Motor Company

Installs 15 Aldrich Office Folders

After an exhaustive test they demonstrated to their own satisfaction the marked economies effected over the old hand method.

ALDRICH is safe to use on typewritten matter. It does not spoil work. It folds any length from 5½ inches to 17 inches, single copies or collated papers, clipped or pasted. Folds paper up to 11 inches wide. Folds single or double parallel, or accordion for outlook envelopes. The simplest folder ever constructed. Changes from one class of work to another made in a few seconds. Anyone can feed it. Speed up to 20,000 per hour. Automatic register. Durable. Guaranteed for five years. Made in commercial and noiseless models for office use.

If you have folding to do, why pay for hand work? Fold it on the Aldrich. It will pay for itself in a few months. Used by all classes of business. Write for particulars.

Lisenby Mfg. Co.

225 North Michigan Blvd.

Chicago

Illinois

As President—

of an agency of national reputation, this man in the course of the year, personally directed the production of an advertising volume in excess of \$1,500,000—in addition to acting as sole executive on the accounts. He is in his thirties, a friendly, sincere, likable chap with an enviable record for square-dealing. Frank, intelligent, a clear, forcible speaker, working on principle—he is amazingly direct in analyzing a problem, building a plan and embodying simple, logical, natural conclusions in strong appealing copy. Trained first in merchandising lines, then in four prominent national agencies—having organized and conducted a large agency on an exceedingly profitable basis—he has established a reputation for brilliance and expertness in the agency field in the broadest sense: executive, creative, and selling.

Interested in three directions—

Account Executive

He would like to identify himself with an agency of prestige and unquestionable ability to render service. It may be large or small, but it must have a modern conception of agency service and be controlled by men of character and standing. In this situation, this man would be invaluable in the solicitation of new business and in the development of accounts in the house. His intimate and unusual knowledge of production would be the means of holding client confidence and expanding potential business. In such a capacity he would expect a percentage of profits.

Production

If the agency is big enough and puts as much emphasis on serving and holding business as on getting it—if there is a real sizable job at toning up or reorganizing a business with sizable accounts and sizable principals—if the agency is working on the long slant to establish the reputation for putting copy into the "white space" that in time attracts business to the house on performance and merit alone—this man I know would be interested. Of course salary alone would not be enough.

Partnership

Would supply the technical knowledge and experience to organize a splendid unit of advertising service that would not only operate economically and profitably, but from the outset produce plans, copy, art, practical reproduction, etc., that would hold its own with the very best in the field. This can be quickly proven by a showing of recent proofs and cost sheets of exceptional interest.

Have you a few accounts—would you like to start into business for yourself? Is yours a small going agency that needs expanding and would benefit by such experience and services?

THE rounded services of this man will prove invaluable in some difficult sizable situation. He prefers to interview executives in the vicinity of New York. All communications will be held in strictest confidence. Address Printers' Ink, ML, 154

slack who advertised for any sort of work that could be done in wood, could scarcely have thought of a more unexpected field than the one from which he received a very large order. Shimmy-dogs are as far removed from silos as anything which can well be imagined. Yet, by equipping his bandsaw for cutting out silo sills with a narrower saw, the silo maker was able to cut out the head, stomach and tail sections of the shimmy-dog, which is a wooden animal that wiggles like Gilda Gray when it's pulled by a string.

Now, then, to get the idea which turns shelf loafers into hustling products! How to add to a product that new thought which enables the dealer to employ "that system of merchandising that allows a given dollar to rest in a given piece of merchandise for as short a time as possible."

The quality of imagination applied to a tired product by its maker has often quickened turnover, just as it has built many a great industry from the proverbial wooden shack.

The men who looked at sand-in-a-glass egg timers and thought of them as telephone conversation timers or at a horse liniment and said "Why not for people?" at a big typewriter and said "Why not one they can carry around in a little black box?" at a black camera box and said "Why not a red box with brass trimmings?" all increased turnover for themselves and for their dealers.

UNBRIDLED IMAGINATION HAS DANGERS

But there are two dangers about imagination—unbridled imagination.

It sometimes makes a manufacturer go after a new market just because it is new, when his main outlet is only 25 per cent covered. The new use may be clever but capable of taking only an infinitesimal portion of his output. He must then balance its possible news value against its taking him off the main track.

Unbridled imagination has been known to make a manufacturer



This Man

—through direct-mail tactics, has sold over a million dollars' worth of one household necessity in one year's time.

Such a man is not only an advertising manager. He is a dividend-paying investment for some organization seeking tangible, bankable results for its advertising dollars. We have known him and his work for five years.

Also, as advertising manager of a thirty-million dollar corporation, he successfully promoted twenty-six allied products in as many different fields, using all forms of advertising.

Then, as mail sales manager of one of America's largest industries, he doubled the results of that particular department.

Again, as agency contact man, he has conducted four successful campaigns in one year.

He goes deep into basic analysis before execution of any policy. His past results, in every instance, were based upon his merchandising ability. Obviously, he possesses all the inherent qualities that made these results possible. Now employed but desires a change for reasons which he will gladly give upon interview.

The size of your company makes but little difference, but the potentialities of your product makes a tremendous difference to him. Religion: Protestant. Your communication, directed to us, will be handed to him in confidence.



Address:

THE RICE COMPANY
244 Fifth Avenue New York

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WANTED!

A New England Manager

For a Well Known Hardware Monthly

Here is a rare opportunity for a high powered, trained advertising representative to connect with a well established hardware monthly that has recently passed into new hands and that will benefit by an enlarged and improved organization. The territory open is New England with Boston as headquarters.

If you have reason to believe you measure up to the position, we shall be glad to have your letter stating your experience, the publications you have represented, your age, and earning power with other publications.

Address: A. B., Box 161
Care of Printers' Ink

jump from place to place like a cottontail rabbit crossing a swamp. He takes one product or idea, starts to push it, then leaps to another.

The kind of imagination needed for tired products is the Dennison brand, which has been steadily and consistently applied to a long line of products for more than seventy-five years.

It built a business of more than fifteen million dollars a year from a humble beginning in an upper room of a farm house. When they added tags to the jewelry box line the Dennisons knew that clerks could and did make tags on rainy days with a pair of scissors and a piece of string as equipment, odds and ends of cardboard as raw material. They added imagination in the form of a paper washer on each side of the hole in the tag so the string wouldn't tear out. They stuck to the idea and now make more than ten million tags a day. Every time the Dennisons added a product they asked themselves, not "What is it used for?" but, "What might it be used for if we make it better?"

Acknowledging there is no exact science of increasing turnover rate on tired products I'll suggest:

1. Take a look at your own product and ask "What could it be used for if I added a practical new idea for the buyers' benefit?"

2. Take a look into the complaint file. It may be a gold mine of suggestions. A weakness in the product overcome, is a new talking point.

3. Get your salesmen to report every new sales idea they induce a retailer to use. If some retailer follows their suggestion a step further, like Bill Sommers did on the outboard motor, pass it on to other retailers via the sales force.

4. Make it a point to talk to several users of your product in their homes every once in a while. Some unusual new ideas and uses have been picked up by manufacturers in this way.

5. Run an unusual use story in your copy occasionally. It sometimes freshens up the readers' and

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If the subscriber paid direct

Suppose that every Monday morning all the people who have a hand in furnishing your telephone service came to your door for your share of their pay. From the telephone company itself, would come operators, supervisors, chief operators, wire chiefs, linemen, repairmen, inspectors, installers, cable splicers, test-boardmen, draftsmen, engineers, scientists, executives, bookkeepers, commercial representatives, stenographers, clerks, conduit men and many others, who daily serve your telephone requirements, unseen by you.

There would be tax collectors to take your share of national, state and municipal taxes, amounting to over forty million dollars. There would be men and women coming for a fair return on their money invested in telephone stocks and bonds—money which has made the service possible.

Then there are the people who produce the raw materials, the supplies and manufactured articles required for telephone service. They would include hundreds of thousands of workers in mines, smelters, steel mills, lumber camps, farms, wire mills, foundries, machine shops, rubber works, paint factories, cotton, silk and paper mills, rope works, glass works, tool works, and scores of other industries.

When you pay your telephone bill, the money is distributed by the company to the long line of people who have furnished something necessary for your service. The Bell System spares no effort to make your service the best and cheapest in the world, and every dollar it receives is utilized to that end.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

*One Policy, One System, Universal Service, and all directed
toward Better Service*



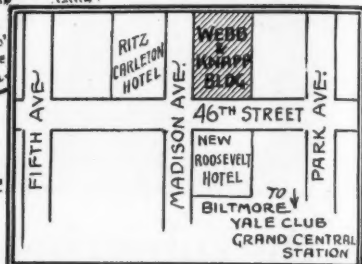
Here is Ideal Space for

NEW YORK TIMES
APR. 5
NEW ADVERTISING CENTRE.

Important Leases Closed in New
Webb & Knapp Buildings.

Two important leases to
interests in the new Webb
Building on the northeast
Forty-sixth Street and Ma-

YOUR NEW OFFICES



Associated Advertising Clubs of the World
George Batten Co.
Barton, Durstine & Osborn, Inc.
Edward Lyman Bill, Inc., Pubs.
Harcourt Brace & Co., Inc., Pubs.
and others of like character have leased
quarters and will move into the new
Webb & Knapp Building.

FROM 1,500 to 5,500 square feet of space is now available in one of New York's finest new buildings, located at Madison Avenue and 46th Street—the heart of the city and the New Advertising and Publishing Center.

The ideal location—accessibility—exceptional character of tenants—plan—construction—and service of the Webb & Knapp Building are worthy of your consideration. Our “inside” price is sure to interest you, and this space cannot be had through any other source.

Kindly write “N. M.,” Box 155, care Printers' Ink for particulars.

the retailers' interest. I know one president who secured a real idea from the elevator operator in his building by asking him to read his advertising.

6. Keep in close touch with the backward retailer. Don't think many of them are like the star performers. A shoe manufacturer, by studying and changing the proportion of time one small retailer spent in buying and selling, was able to double turnover rate for that retailer and adopt a policy which greatly increased his own sales.

7. Urge the dealer to concentrate on a few lines of well-advertised merchandise so that he can apply as near 90 per cent of his time as possible to selling his merchandise and yours. Speculating on unknown merchandise brings almost inevitable loss to the retailer. Have you told him so?

8. Take a look at the variety in your line. Could it be simplified? Concentration on fewer items speeds the rate of turnover.

9. Convince your dealers that if they advertise persistently they can lower their unit cost per sale. Prove it—don't say it.

10. If you haven't a trade-mark, and are entirely at the mercy of your distributors, if you have settled into a complacent state of mind without being known to your final buyers, think seriously about trade-marking and advertising your product. The really tired products, the most guilty cloggers of our national distributive channels, are those on which all the introductory work must be done by the retailer.

11. Don't underestimate the importance of odd and unusual uses for your product. Consider seriously the further development of such uses. The makers of Valspar varnish are now advertising \$5,000 in prizes for the best experience letters from both dealers and consumers. This company is well known. It has received thousands of letters telling about odd uses and consumer experiences, but it is taking no chances on letting its product get tired.

12. When you find out a better

Producing Results

WE have produced Pictorial Printing for many of the largest advertisers in the country.

By producing, we mean that we have created the idea, supplied the art work, photographs and copy, printed the job and handled the mailing.

If you're looking for direct advertising that gets results, let us tell you more.

ART GRAVURE CORPORATION

ART GRAVURE Pictorial Printing

NEW YORK CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

Sales Promotion AND Merchandise Man

An Ohio concern, one of the largest of its kind in the United States, making a well known line of Food Products, Toilet Preparations and General Household Products, has an opening for a Sales Promotion and Merchandising Man. We want a man who knows the consumer and her buying habits and who can originate new selling plans. Actual advertising department experience not necessary. State fully what your experience has been, give age, present earning capacity and send photo.

Address "R. P.," Box 157, care Printers' Ink.

We are looking for a salesman

whose past experience has made him think in terms of cartons or packages and who, at the same time, has been interested in advertising.

Our proposition does not mean that you will sell cartons, but a kindred advertising product, which we have promoted successfully for some time and which presents an especially fertile field for further sales and an unlimited opportunity for the man who can swing this job in a big way.

Our organization is one of the biggest in the country and renders a type of support to its representatives and a character of service to its clients that is second to none.

Tell us all about yourself in your first letter.

Address

"H. G.," BOX 150, CARE OF
PRINTERS' INK

Are You the Man?

A man with successful selling experience, not necessarily brilliant, but with an abundance of common sense.

A man who, realizing the limitations of a job, desires to engage in a business where he can give fullest expression to his ability and who knows he can succeed where others have, upon a commission basis.

To such a man this is what we offer:

A business of his own which will be permanent.

Complete office facilities.

The service and co-operation of an efficient organization.

A careful training in the business.

Available records of men who came into this business from other lines and without previous experience made distinct successes prove the genuineness of this opportunity to the right man.

This is not for the man seeking a "job," but rather for the high-grade salesman seeking a future.

Mr. McWilliam will be glad to discuss the matter with you further.

BRILL & SCOTT

General Agents

Penn Mutual Life Insurance Company
516 Fifth Avenue, New York

way of using your product, tell people about it. Tao Tea built quick sales in a highly competitive market by emphasizing the tea-ball method of making tea.

There are scores of other suggestions which could be made, based on plans which have been tried and proved practicable. The trend of retail buying is gradually coming to the plan of buying at the start with turnover in mind and buying that way often.

The manufacturer who discovers a way to keep his product from becoming tired, who is continually helping the retailer in moving it out from the shelves into the consumer's home, is planting in rich soil for a sure and certain larger crop of sales.

New Peak for Chain Store Sales

Aggregate gross sales of \$65,928,612 reported by F. W. Woolworth & Co., the S. S. Kresge Co., S. H. Kress & Co., and the J. G. McCrory Co., leading chain store organizations, for the first three months of the current year established a new high record. This figure is a gain of \$13,813,770, or 26.5 per cent over the corresponding total for 1922. Sales of F. W. Woolworth & Co., for the period were \$38,057,150, as compared with \$31,461,476 in 1922, and \$29,316,495 in 1921.

Earl Motors Account with Vanderhoof & Co.

The Earl Motors Manufacturing Company, Jackson, Mich., has placed its advertising account with Vanderhoof & Company, Chicago advertising agency. National newspaper advertising will be used for this account.

Vanderhoof & Company are also placing the advertising of The Florida Farms & Industries Company, Green Cove Springs, Fla., and Chicago, for developed pecan orchards.

Electrical Supply Account for Pittsburgh Agency

The Wayman Electric & Manufacturing Company, East Palestine, O., maker of safety switches, fuse plugs, and various electrical fittings, has placed its advertising account with the agency of Walker & Downing, Pittsburgh. Business papers will be used.

Charles E. Murnan Leaves United Drug Co.

Charles E. Murnan has resigned as vice-president of the United Drug Company, of Boston, "Rexall" products.

A Man From Maine

is the title of the new book by the author of "The Americanization of Edward Bok." It has just been published.

"We advise every reader of the Boston Post," says an editorial in that paper, "and especially every young man reader—to read 'A Man from Maine'. . . . It is a remarkably fascinating account of the life and achievements of Cyrus H. K. Curtis, who built up the Ladies' Home Journal, the Saturday Evening Post, the Country Gentleman, and the present Daily Ledger of Philadelphia. It is as full of romance as a novel and inspiring from beginning to end."

As soon as you've read this book, you'll think of any number of people who ought to read it. The chapter which gives Mr. Curtis's views on advertising—he considers it the chief factor in his success—is probably one of the strongest arguments for national advertising ever presented.

By Edward W. Bok

\$3.00 at all bookstores

CHARLES SCRIBNER'S SONS, NEW YORK

ARTIST

WANTED

WE have an opening in our art department for a high grade commercial artist experienced in designing direct advertising literature. Must be able to complete his own working drawings. Preference given to one experienced in automobile advertising.

Call or write with samples

ARROW PRESS

INCORPORATED

320 W. 39th St., New York

Advertising Executive

wishes to change from present work with a foremost national advertiser. Keen merchandise man, forceful writer and an able executive in the production of all forms of advertising.

Ten years' experience as salesman, sales promotion manager and advertising manager, including also three years of agency training in copy, plan and contact on a variety of accounts.

Thirty-one years old, college educated, married. An agency or manufacturer requiring the services of a large calibre man will profit by an interview.

Address

"L.K.," Box 153, c/o Printers' Ink

Appointments by "Hardware Dealers' Magazine"

The *Hardware Dealers' Magazine*, New York, has made the following appointments: G. C. Townsend, as Eastern manager; Harold A. Maguire, as Central Western manager, with headquarters at Cleveland, and Walter E. Robinson, in charge of the service department at New York.

Mr. Townsend was formerly business manager of the *Engineering and Mining Journal-Press*, New York, and more recently was with Charles Austin Hirschberg, Inc., New York advertising agency. Mr. Maguire was recently Cleveland representative of the "Hardware Buyers' Catalog," New York, and at one time Chicago representative of *Hardware and Metal*, Toronto, Ont. Mr. Robinson was formerly with the Class Journal Company, and more recently with *Electrical Record*, both of New York.

B. L. Shinn Joins National Vigilance Committee

B. L. Shinn has been appointed head of the case department of the National Vigilance Committee at the New York headquarters. He succeeds William A. Golden, resigned. Mr. Shinn was recently manager of the New York office of the Federal Trade Commission with which organization he has been for the last five years.

Newspaper Campaign for Dover Irons Broadened

A five-dollar electric iron, the Dover-Domanco, which is being advertised in newspapers in the Middle West has had the scope of its campaign extended to cover the Southwest, Northwest, and Pacific Coast. Dorrance, Sullivan & Company are handling the account for the makers, The Dover Manufacturing Company, Dover, O.

PUBLISHER'S REPRESENTATIVE EXPERIENCE EXTRAORDINARY

NOW EMPLOYED. SEEKS NEW CONNECTION WITH HIGH-GRADE PUBLICATION AS WESTERN MANAGER OR SOLICITOR. HEADQUARTERS IN CHICAGO. FORCEFUL PERSONALITY AND UNUSUAL QUALIFICATIONS. PAST EXPERIENCE—

AGENCY—ACCOUNT EXECUTIVE
MANUFACTURER—ASST.
ADVERTISING MANAGER
PUBLISHER—SPACE SELLING

EXCELLENT REFERENCES. ADDRESS "W. T.," Box 159, CARE OF PRINTERS' INK, 833 PROFES GAS BLDG., CHICAGO, ILL.

WE ANNOUNCE the establishment of a new department in our organization to handle the merchandising and advertising of products sold through Drug Departments. This department will be directed by

H. K. Stroud

*formerly President of Stroud &
Brown, Inc. and more recently with
Ruthrauff & Ryan.*

Mr. Stroud has a background of twenty years' experience in merchandising and advertising and has to his credit such drug store successes as Sana-togen, Formamint, Colorite Hat Finish, Colorite Fabric Dyes.

Mr. Stroud has perfected a plan whereby the sales power of individual advertisements of merchandise sold through dealers can be definitely determined. It largely eliminates the gamble in advertising and enables the advertiser to run, nationally, only advertisements that have proven their selling power. This plan is described in our new book,

"PROVING THE PAYADS"

We will gladly send a copy without obligation to any executive who requests it upon his company's stationery.

Hanff-Metzger

Incorporated

Advertising

95 Madison Avenue

New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager. Atlanta Office: 704 Walton Building Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, APRIL 19, 1923

The Scramble for Six Per Cent Men

In a PRINTERS' INK story, telling of the absorption of Morris & Company by Armour & Company, the statement was made that it was the ambition of J. Ogden Armour to include Wilson & Company in the merger. Mr. Armour's idea was that this gigantic combination would effect remarkable economies both in production and in selling.

But a still greater reason for the triple merger was to secure the services of Thomas E. Wilson as president of the huge combine. This idea fell through, however, for one reason or another. For one thing Mr. Wilson did not favor it and besides it was found that F. Edson White, the new president of Armour & Company, measured up very ably to the requirements of his man-sized job.

This incident is significant. It

indicates one important reason for the mergers which so frequently take place in Big Business. Manufacturers often buy out competitors not for the purpose of acquiring their plants, business, good-will or other assets, but to get hold of the rival's management. Management is still overwhelmingly the big factor in business success. It is vastly easier to get men, materials and machinery than it is to get competent management. Bankers have a phrase, "he's a six per cent," which they use in describing a man who is able to bring a business through both good times and bad with at least 6 per cent for the stockholders. The commercial world is never able to discover enough men with this ability.

When the Pullman Company bought out the Haskell & Barker Car Company, Inc., it is said that the real motive was to get the services of Edward F. Carry, the president. President Runnells of the Pullman Company wanted to retire. Mr. Carry was the logical man to succeed him. The only way Mr. Carry could be obtained was to purchase the company that he headed.

Banks, themselves, are always in the market for brain power. When banks are merged, if the true reason were known it would often be found that the merger was effected to enlist the services of certain officials of the acquired institution.

There was much talk a few weeks ago about the salaries being paid the officials of the Standard Oil Company. To us the surprising thing about the revelation was that these salaries are not higher. Imagine the executive head of a company making millions annually for stockholders being paid only half or a third or even less of the yearly income of a movie star! And at that many of our movie stars are not overpaid. Their compensations are justly based on their earning power.

We surmise that the salaried incomes of the Standard officials is considerably enhanced through their stock holdings. Someone said recently, we believe it was

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Proce Again Old P

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A. C. Bedford, that the oil business is making such notable progress in this country because it is less subject to Governmental regulation than are other businesses, particularly the railroad business. That is true. One thing that is wrong with the railroad business is that it is no longer attracting so many men of conspicuous ability as it did a generation ago. There is so much legislative interference with railroading that it does not present the opportunities that are to be found in oil, in banking or in industrial enterprises.

One thing is certain, that a corporation needs men above all things. And to get them it must pay them in proportion to what they earn for the organization.

Production Again Brings Old Problems

For almost two years production was shoved far into the background and sales had all the limelight. Now in many industries production is again taking its old place in close relation to sales. And as production again becomes a problem, due to intelligent intensive sales and advertising efforts, increased buying power and a shortage of skilled labor, it is well for everyone to remember one or two of the lessons we are supposed to have learned.

Real selling and advertising are essentials to keep demand constant. Some manufacturers keep constantly before them the principle of both factory and dealer turnover. Others are speculators in new buildings, big credit and raw materials. The manufacturer who adopts the first principle is usually a leading advertiser in his own industry. He has a real story to tell his employees to secure their loyal co-operation to increase production, and he is building permanent prosperity instead of a boom.

Instead of mushroom expansion, he is utilizing his factory to produce to capacity, he is buying just sufficient raw material to turn it into his finished product and move it out of his factory into the homes of consumers, having it rest for as little time as possible on the dealers' shelves. His prod-

ucts are paying their way through all the channels of distribution, not tying up an excess of his own or his dealers' capital. When he asks his workmen to produce more, he has a far better story to tell than the maker of an unadvertised product who counts only on scarcity or an increase in the price of raw material to make his profit. He is able to show his employees that he is performing a real economic service, and is continuing to build a known-in-advance demand which helps insure the permanency of his market, and so the permanency of his employees' jobs.

Production is closely allied to selling and advertising. The advertising manufacturer is creating a valuable by-product in periods of great demand, which when merchandised to his own factory force can aid in solving production problems.

Labor Shortage and Industrial Advertising

A year ago unemployment was a serious problem. Today, a definite labor shortage exists. Wages, particularly common labor's remuneration, are increasing. Skilled labor is also being bid up. One need not be a prophet to foresee that this means a rapidly growing demand for labor-saving machinery.

Certain types of needed waste reducing machinery have yet to be invented. There are hundreds of devices, however, now on the market, which, if properly exploited, would go a long way toward speeding up factory output. The manufacturers of mechanical equipment of this sort are having an unusually favorable sales opportunity handed to them on a silver platter.

Properly to develop the possibilities of the current situation, industrial paper advertising such as the Automatic Electric Company is now running is needed. In full pages, this company explains how the P-A-X system of intercommunication eliminates errors and useless delays, saves the time of department heads, releases various

ompany Barker aid that the ser-ry, the ells of nted to logical e only obtained ay that ways in When e rea-ten be fected certain ution. few being ndard rpris- was igher. of a ually only f the star! movie Their d on d in- ls is ough one was

employees for other work and so on through the device's list of accomplishments in the way of labor saving.

Of course, the industrial press is carrying many campaigns similar to that of the Automatic Electric Company. There is a large number of labor-saving appliances, though, which are not advertised at all or not to the extent they should be. Management is faced with the problem of increasing the individual output of the available labor supply. Manufacturers of equipment that does the work of many men can be potent factors in easing the situation. What more need be said?

Consumers Who Won't Stop to Reason

It is interesting to note how people will accept the negative part of an idea, and yet repudiate its positive side. A thinking man will admit that manufacturers' costs are usually determined in their relation to annual production figures. He realizes that diminished sales increase the unit cost because practically all administrative overhead, depreciation, interest on investments, etc., continues whether machines are busy or idle.

A price on a product which nets a profit with the factory operating at full speed means a prohibitive loss when the factory operates at half time. He will agree with you that a factory equipped to make 500 automobiles a day with a selling price of \$1,500 each, which tried to reduce its production to one car a day, could not sell that car at a profit for less than a prohibitive price, somewhere around \$50,000 as a matter of probability. The negative idea is easy to see.

And yet the same individual will often buy an unadvertised hat, pair of shoes, or washing machine because the clerk tells him "we are able to sell this machine at a cheap price because the company that makes them doesn't spend a lot of money in advertising."

Insurance is recognized as a constructive force in other fields.

Why is it that many consumers who can see the negative side of a production story will not stop to realize that advertising is a force which secures full-time production and low unit cost by building a known-in-advance demand?

A few leaders in every industry prove the truth of this fact during every period of depression. Yet ignorant retailers who push "just as good" unknown merchandise get away with the same old fallacious arguments year after year, and some people believe in them. Eventually those arguments will be as outworn as other discredited and disproved beliefs like the flatness of the earth and the assertion that "the sun do move." In the meanwhile many manufacturers are still being robbed at the very point of sale by arguments which are outworn and specious, and which continue merely because some consumers won't stop to reason when they buy.

A Sidelight on Canned Tomato Sales

E. W. STEINHART COMPANY
INDIANAPOLIS, IND., April 12, 1923.
Editor of PRINTERS' INK:

I was very much interested in the article, "An Advertising Moses Wanted by Tomato Canners," which appeared in the April 5 issue of PRINTERS' INK.

After reading this article, it seems to me that perhaps the tomato canners have overlooked one very simple element that is responsible for the limited sale of canned tomatoes. I wonder if they have fully considered the fact that tomatoes are the easiest of all vegetables (or should we say fruit?) to can. It is a safe bet that in about seven out of ten households in the United States, the housewife cans a good percentage of the tomatoes to be consumed by the family during the winter.

E. W. STEINHART COMPANY,
O. R. FRENCH,
Advertising Manager.

Federal Trade Commissioner to Speak before Agencies

The service which the Federal Trade Commission is rendering advertisers in its work to eliminate unfair advertising will be discussed at a luncheon which the New York Council of the American Association of Advertising Agencies will hold at the Hotel Pennsylvania on April 26.

Hon. Huston Thompson, a member of the Federal Trade Commission, is to be the speaker.



What Will Tempt the Appetite?

Snow white ships, towers, birds, ice models, baskets and other small pastry are here shown made of sugar by the able chefs of a Pittsburgh hotel—all to tempt the jaded appetite. Inset shows Scouts cooking "twist on a stick," one of the requirements for First Class Scout cooking. A Scout must be able to cook without the use of ordinary cooking utensils. Cooking and eating are No. 1 on the program when Scouts are in camp or on the hike. Foodstuffs have an appeal to these boys that no adult could hope to understand.

Manufacturers of food products can reach every Scout Troop in this country and thousands of individual boys through **BOYS' LIFE**, the Boy Scouts' Magazine. The next four issues will be largely devoted to out-of-door life with special emphasis on the necessity of adequate preparation in food supplies for camping and hiking. Advertising in the June, July, August and September issues will cover this out-of-door season.

Forms for June close April 25th

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue 1014 Union Bank Bldg. 203 So. Dearborn Street
New York, N. Y. Los Angeles, Cal. Chicago, Ill.

THE President, Vice-President and General Manager, General Sales-Manager, Asst. Sales Manager, Advertising Manager and other Executives of the Martin-Parry Corporation, are readers of the Printers' Ink Publications



This Mark of Quality
is on a Large Proportion of the Commercial Cars in America

There are many reasons for this. First, the Martin-Parry Corporation is one of the largest and most successful in the world. Second, the cars are built with the finest materials and by the most skilled workmen. Third, the cars are equipped with the latest and most efficient machinery. Fourth, the cars are guaranteed for a long period of time. Fifth, the cars are sold at a very reasonable price. Sixth, the cars are easy to drive and maintain. Seventh, the cars are very comfortable and roomy. Eighth, the cars are very fast and powerful. Ninth, the cars are very reliable and durable. Tenth, the cars are very popular with the general public.

Martin-Parry
Largest Commercial Body Builders in the World

STANDARDIZED LINE OF LIGHT, MEDIUM, AND HEAVY COMMERCIAL BODIES FOR EVERY BUSINESS NEED

The advertising of the Martin-Parry Corporation is handled by the United States Advertising Corporation. THE PRINTERS' INK Publications, as shown on the opposite page, give a complete coverage of both advertiser and agency.

The following individuals of the Martin-Parry Corporation are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

| Name | Title | Weekly | Monthly |
|------------------|----------------------|--------|---------|
| F. M. Small | President | Yes | Yes |
| J. A. Callahan | V.-Pres. & Gen. Mgr. | " | " |
| R. P. Henderson | Gen. Sales Mgr. | " | " |
| T. E. Chancellor | Asst. Sales Mgr. | " | " |
| H. M. Anderson | Advertising Mgr. | " | " |
| Roy Ney | Purchasing Agent | " | " |
| R. G. Seibert | Asst. Branch Supvr. | " | " |
| J. E. Ulrich | Cost Accountant | " | " |
| W. A. Mayes | Factory Engineer | " | " |
| C. H. Holtman | Asst. Factory Eng'r | " | " |
| G. Graff | Asst. Factory Eng'r | " | " |

*Information furnished by the Martin-Parry Corporation.

The following individuals of the United States Advertising Corporation are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

| NAME | TITLE | WEEKLY | MONTHLY |
|-------------------|-----------------------------|--------|---------|
| Ward M. Canaday | President | Yes | Yes |
| A. K. Higgins | Production Manager | " | " |
| S. R. Swiss | Account Executive | " | " |
| P. P. Willis | " | " | " |
| W. M. Hart | " | " | " |
| Karl A. Frederick | Copy Department | " | " |
| H. T. Mitchell | " | " | " |
| R. S. Doud | " | " | " |
| A. C. Pulver | " | " | " |
| J. H. Mayne | " | " | " |
| Dick Jemison | Space Buyer | " | " |
| Walter Bornhoft | Office Manager | " | " |
| H. Fording | Comptroller | " | " |
| R. J. Fuller | In Charge of Dealer Service | " | " |

*Information furnished by the United States Advertising Corporation.

PRINTERS' INK

A Journal for Advertisers
Established 1888 by GEORGE P. ROWELL

March 29, edition
20,900 copies

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

April edition
16,000 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

THE Schoolmaster has always been partial to unselfish advertising, which, in having a great objective of benefit to mankind in general, benefits the advertiser himself to an appreciable extent, by some almost mysterious adjustment of things.

For several years, the Atlanta National Bank has devoted a liberal proportion of its newspaper advertising space to talks on why Georgia should be a more-than-one-crop State.

Farmers have always depended upon cotton and cotton often disappoints. But success has at last crowned the efforts of this unselfish advertiser, as extracts from the most recent display bring to light:

Business men of the South have too long regarded the farmer only as a raiser of cotton and when the prospects for a cotton crop were not good they have assumed that the farmer would not be in a position to buy their merchandise.

Martin V. Calvin, statistician of the Georgia State Department of Agriculture, has recently compiled an interesting list of the principal products of the Georgia farms and has worked out their value in dollars and cents.

Mr. Calvin figures that Farm Products of Georgia were worth last year \$400,000,000, with cotton contributing but one-fourth of the total.

With the principal money crop of Georgia amounting to only 25 per cent of the total value of all farm products, this State can no longer be called a one-crop State. It is proof that Crop Diversification is no longer a theory, but an actual fact. It means that the partial failure of a single crop will no longer be an economic disaster in Georgia.

Unquestionably, the various advertising campaigns of the bank in question, have contributed to the above.

* * *

PRINTERS' INK has often pointed out that the public utilities need only to inform the public the facts to silence unfair criticism and legislation. There are many ways of getting such facts before the public. The Schoolmaster has happened upon a plan used by one company that gets results eco-

nomically and that he feels is worth passing on.

In this case it was the Malden and Melrose Gas Light Company in Massachusetts. A "service charge" of thirty-five cents a month had been established, covering the use of the meter—this representing a minimum charge whether gas was being used or not, and added to the cubic foot figure. At the same time, however, the cubic foot rate was reduced, so that the net charge to the public, taken as a whole, was less.

* * *

Certain politicians used the thirty-five cent charge for campaign purposes, overlooking the overbalancing reduction, and succeeded in arousing considerable adverse public feeling.

Now the gas company is attaching to each monthly bill a pink slip reading as follows:

The service charge rate saves you money on this bill.

You used last month 6,600 cubic feet of gas.

Under the old rate of fifteen cents per 100 cu. ft. it would have cost you.....\$9.90

Under the present rate it costs you.....8.60

Saving to you.....\$1.30

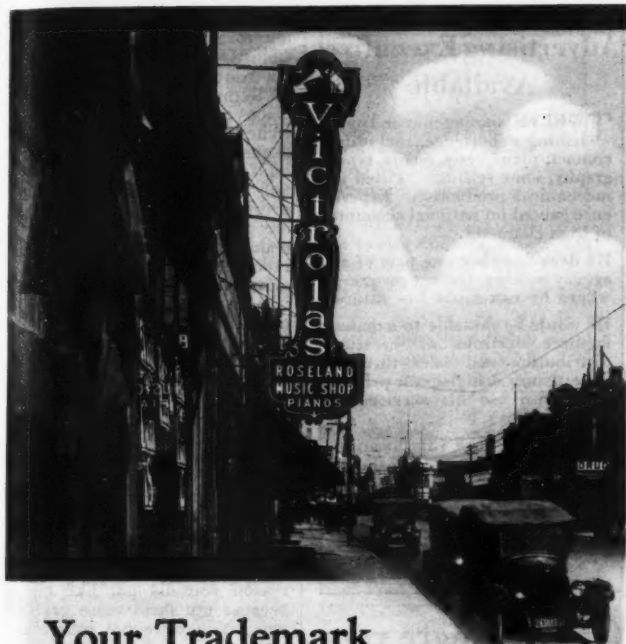
Remember that every additional thousand feet of gas you use costs you twenty-five cents less than it did under the former rate.

Certainly the advocate of the specific in advertising could have no criticism of the method used here, and even the most strenuous objector could have little to say after receiving one of these pink slips. Criticism of the company, the Schoolmaster is informed, is dying out.

* * *

Sales managers and salesmen among the Class, may see a suggestion in the following experience of a writer in the house magazine of the American Optical Company.

The writer of this article, who



Your Trademark on Every Dealer's Store

EVENING on Main Street—your trademark in the form of a Flexlume Electric Sign, standing out in characters of light right there in front of your dealer's store. Where can you get such advertising at anything like the cost?

It "ties" all of your national advertising right to the place where the product is sold. In the day time a Flexlume will work for you just the same—raised, snow-white, glass letters on a dark background.

Years of experience in electrical advertising are built into every Flexlume. It shows in better design, better construction, and the fact that Flexlumes have the backing of a service organization more than nation wide.

*Let us send you a sketch showing
a Flexlume for your business.*



FLEXLUME CORPORATION
32 Kail Street BUFFALO, N.Y.

Advertising Executive Available

TWELVE years agency and publishing experience, including contact, plans, copy, media, typography, some selling. Skilled in mechanical production. Experience gained on national accounts of high character.

He desires to become part of an agency making distinct progress, where he can build his future.

He would be valuable to a manufacturer desirous of creating distribution and sales through advertising. A high-grade printer could also use his services to advantage.

Desires New York City location. Earning \$5000. Age 31; married.

It will be a pleasure to place you in communication with this man.

WARREN EDWIN DIEFENDORF
164 Montague St., Brooklyn, N. Y.

Can you spare your PRINTERS' INK of January 18, 1923?

We have a request for extra copies of the January 18, 1923, issue of PRINTERS' INK. If you can spare yours we would like to make it do double duty. Editions of PRINTERS' INK are printed very close to actual requirements. Copies are non-returnable and seldom is it possible to obtain back issues.

PRINTERS' INK
185 Madison Avenue
New York

is a practicing optician, is explaining to a friend how he changed failure into success by studying his manner of handling customers.

"Returning from lunch to my place of business one day," he writes, "I stepped quietly into the examination room, which is shut off from my place proper. I did not intend to eavesdrop, but I overheard a boy who worked for me giving a fine imitation of me making an examination. He was repeating some of the things I generally say during an examination in a high, shrill voice which cut like a knife. I realized the kid was giving a splendid imitation of my speaking voice and that therein lay the secret of my unpopularity.

"In a year I spent three hundred dollars and one hour's time each day to remedy the trouble. I went from a throat specialist to a teacher of elocution and stuck by him till he lowered the pitch of my voice half a dozen tones.

"I knew you then. You tell me frankly you did not like me. The reason you did not like me was because my shrill voice grated on you. You were not conscious of the reason but decided as did many others, that you did not like me, without stopping to analyze why. Now that my voice is better modulated you have begun to like me although you did not notice the change."

* * *

How many salesmen are coming short of success because of a disagreeable voice? Few salesmen ever stop to think of their voice, and its importance as an element in their success or failure. Yet every man knows how sensitive he is to disagreeable qualities in the voices of his friends and acquaintances. It is said that one of the most successful sales managers in the country owes a large part of his success to the fact that early in his career he recognized a deficiency in his voice and studied under an elocutionist for years until he corrected it. The shrill-voiced salesman irritates his prospect. Or his voice is so loud it may be heard by everybody in the

S - ROLAND HALL - EASTON - PENNSYLVANIA

FIRST NATIONAL BANK BUILDING

"Have you looked into our method of analyzing?" asked an advertising-agency representative blandly some years ago, in talking to the executive of a firm that I was then serving as advertising manager.

This executive, connected with a company that had built up a property worth twelve millions, with little advertising, smiled slyly at the thought of any one having an exclusive, copyrighted "method of analyzing."

I claim no such methods. I use no salesmanship stunts. I flash no blue-prints or brown-prints with cute coined names of "Sure-Sale-Guides" or "Success-o-Charts."

I do not offer to reform factories or take over the sales manager's job. Just earnest, thorough service to clients—based on an advertising experience of twenty years—keeps me comfortably busy as an advertising counselor and agent.

S. Roland Hall

BETTER LETTERS • BETTER SELLING • BETTER ADVERTISING • BETTER BUSINESS

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.MONTREAL
275 Craig St.-V.


**COLOR,
PERMANENCE AND
ECONOMY**

PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.*

THE KIMBALL SYSTEM
LOWELL - MASS.

The "CLASSIFIED" Clearing House

NEW YORK ARKENBERG SPECIAL AGENCY CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....166,300 daily
Six Months Ending Sept. 30, 1922.....145,953 daily
Increase in Daily Average Circulation.....20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

PETROLEUM AGE

"Its readers are leaders." Let us show you how we reach the "men who count," in the purchase of oil producing, refining and marketing equipment.

28 E. Jackson Blvd., Chicago
Eastern Office—56 W. 54th St., New York City
Member A.B.C.

**This emblem is your Protection**

Buy your Paper-weights, Knives, Diaries, Calendars and Signs from Association Members.
Consult the Products Information Department
ADVERTISING SPECIALTY ASSOCIATION
206 South La Salle Street, Chicago



Now Ready!
Proof sheet of comic sport cuts for houseorgans booklets folders write for copy Studios, Box 671. Kalamazoo-Mich.

store or office in addition to the person to whom it is addressed, who is thereby made to feel conspicuous as the object of a salesman's solicitation. Studying the voice is a most profitable pastime for those who make their living partly through its use.

* * *

The letter came from O. D. Tucker IV. & Co., of Little Rock, Ark., wholesalers of automotive supplies. On the upper left-hand corner of the envelope was printed the usual return address. On the lower left-hand corner was printed this message:

Mr. Postmaster:

Please give this man service. He trades at O. D. Tucker IV. & Co. and is used to it.

It gave the Schoolmaster a certain amount of pleasure as he thought of the Postmaster of the New York Post Office or of the Chicago Post Office receiving such an envelope. That message certainly calls for more than ordinary delivery by the regular carrier. Nothing less than personal delivery by the postmaster himself would seem to fit the case.

Then it occurred to the Schoolmaster that O. D. Tucker IV. & Co. probably do most of their business in small towns where the thought of personal service on the part of the postmaster isn't at all ludicrous, and the effect on the prospect of such a breezily insistent message is perhaps favorable. So the Schoolmaster dismounted from his tall horse and decided to pass the idea along to

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

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the Class—to let the Class decide for itself whether Tucker is right.

* * *

The average-town newspaper advertiser has always maintained, when reproached for the commonplace character of his campaigns, that there is really no opportunity for great originality. And, aside from this, when an individual store attempts to get out advertising, its resources, both in the matter of art and of copy, are admittedly limited.

But the Schoolmaster, studying many papers from all over the country, has observed evidences of the fact that where there is a will, there is a way.

An excellent example of this is the clothing store, Murray's, of Washington, D. C. This advertiser uses large space in local papers, and manages to inject something new and original in each and every insertion.

A staff photographer is on the lookout night and day for material, for a camera is the store artist.

One morning a troupe of sixteen professional midgets, touring the country, entered the store and bought generously. They were costumed by Murray and the photographer lined them up in front of the store and took their pictures.

The next morning it was made the theme of a display advertisement, featuring the fact that this shop specialized in fitting the hard-to-fit people of off sizes and unusual build.

* * *

There are some classes of merchandise to which the usual rules of merchandise display do not apply—ice cream, for instance, or other perishable foods. The manufacturer who wishes to work out

You need this lettering device

—if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

VIZAGRAPH Company
949 Broadway, New York City

Direct Mail In the Middle West

Successful broker of direct-mail advertising, serving a wide territory, with a selling organization, is in a position to add one more high-grade line for exclusive representation in Middle Western States on commission basis. Address

"J. H.," Box 151, Care of Printers' Ink

George Simms

I make a business of writing convincing Sales Letters, Booklets, Folders and other selling literature for business men who want to use the mails *economically*. Some of the largest concerns in this country, and small ones, have found my services cost less than their mistakes. Put me to the test on some mail selling problem you have not been able to answer.

18 W. 34th St. New York
Telephone 2040 Pennsylvania

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

YOUNG MAN of energy and initiative, having established a trade publication of national scope, the only one in the field seeks connection with an organization which can foster this publication and father the interests of two more, each in a separate field; one a monthly exclusive to the field; the other a national weekly with advertising contracts on hand. These publications need the support of a larger organization that can give the stability desired. Address "P. N.," Box 156, care of Printers' Ink.

What Have You Got? I Have . . .

engineering training. Nine years of plant work, technical advertising copy, sales promotion, direct-mail, and selling advertising. Available May 15th. Married. Age 30. Minimum salary, \$5,000. Address "K. J.," Box 152, care P. I.

Photo Retouchers

who can handle high-grade work only. Fine working conditions in a modern New York building with an established firm. State particulars in letter.

"C. A.," Box 120, care of Printers' Ink

THE BIGGEST LITTLE MESSAGE EVER WRITTEN

"The Philosophy of a Chick"

Will increase the efficiency of all employees in any industry. Send for sample copy and special quantity rates for employers.

SELF-HELP BUREAU

5 Columbus Circle New York City

Trade Periodical Service Co.

Exclusive Circulation Builders

of
High Class Trade Publications
1400 BROADWAY

Inquiries Welcomed **NEW YORK**

AUTOMOBILE INSURANCE

that functions 100% when needed
Rates for the asking

Johnson M. Troxell
INSURANCE

1 West 34th Street, New York
Prior to 1919 N. Y. Representative
National Geographic Magazine

a window display idea for such a product must take his thoughts out of the conventional groove.

A very effective display for ice cream has been developed by H. P. Hood & Sons, ice cream manufacturers of Boston. Since the merchandise itself cannot be shown, they designed some huge lithographed dishes of ice cream showing it in its natural colors, and combined them with hand painted figures for background. The complete display consists of the great centerpiece showing a giant dish of strawberry ice cream, a number of small cut-outs showing the same, two quaint hand-painted boy and girl figures and some hand-painted signs with appropriate wording. The hand-painted figures added unusual character to the display.

It was very attractive and impressive. A number of sets were kept traveling among the dealers. Nearly every dealer approached used the display. Check-up of dealers' sales before and after showed increases in sales up to 40 per cent while the display was in.

500 Direct Mail Plans \$1.00

and Ideas for business men, advertisers, retailers and mail dealers. Valuable, loose-leaf, cloth bound and kept up to date. Regular title "500 Things to Sell By Mail," and worth five times price asked. Money back if not satisfied. Send your dollar now. **WALHAMORE COMPANY, Publishers** Lafayette Bldg., Philadelphia, Pa.

Somewhere in New York

is a very busy production or advertising manager who is looking for a young man to assist him.

Extensive experience in mechanical production, as well as layouts, copy, etc.—in all, a general advertising education.

If YOU are looking, write, setting your own time for an interview. Address "S. R.," Box 158, Printers' Ink.

Advertising and Selling

A field of splendid commercial opportunity for energy that is **TRAINED!**

Prospectus of an excellent training sent free on request to

Instructor in
Advertising and Selling
Bryant & Stratton College
Buffalo, New York

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of
Publishing Properties, 297 Madison
Avenue, New York.

LOS ANGELES REPRESENTATIVE
Newspapers, magazines and trade journals, desirous of representation in Southern California. Victor H. Levey, 522 Hearst Bldg., Chicago.

SLOGANS AND JINGLES—Apt, pithy, distinctive slogans, individualizing a product or business. Brief, catchy jingles for advertising originated. Unusual copy. Grey, 39 Irving Pl., Brooklyn, N. Y.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Long-Established, High-Grade Printing Plant, one hour from Penn. Station, is in a position to offer exceptionally favorable rates for regular monthly runs. Auto deliveries, close co-operation. **Glen Cove Press, Inc.**, Glen Cove, Long Island, N. Y. Tel. 498.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; A1 service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

LOWER PRINTING COSTS—Independent expert offers services in advisory or supervisory capacity to large users of printing. Cost-reducing elements planned and controlled in purchaser's interests; standardizations and combinations effected that merit better prices. Methods applicable to factory, office, sales and advertising printing. Consultations solicited. J. A. Hogan, Rm. 509, 72 Trinity Pl., N. Y. C.

HELP WANTED

WANTED

Experienced man to take full charge of the advertising for a leading New England department store.

Address Box 685, Printers' Ink

Wanted—Well-educated, trained young woman, familiar with copy-room routine, as executive editorial assistant, fashion magazine. State age, experience, and present salary. Must present proved ability. Address Box 681, Printers' Ink.

ADVERTISING SOLICITOR

Highly successful industrial publication needs alert, aggressive solicitor for Pittsburgh-Cleveland territory. This is a great chance for a live-wire with at least some of his future before him. Equitable drawing account and commission basis. Address Box 695, P. I., Chicago Office.

Wanted—Type expert and layout man for catalogue and direct-mail work in high-class New York City printing establishment. Address Type, Box 692, care of Printers' Ink.

Commercial Artist wanted by old-established firm with largest art department in the State of Kansas. One with retouching experience preferred. McCormick Armstrong Press, Wichita, Kansas.

ADVERTISING AGENCY

Christian firm; offers a good future to young man about 19 years; typist; experienced in handling details, engravings, electrotypes, etc., in Production Department. State complete experience and salary expected in letter. Box 702, P. I.

Established, active New York agency has a job for a prolific writer, of sound merchandise judgment; one who is especially good in letters and advertisements addressed to dealers in miscellaneous lines, and in newspaper advertisements to be used by retailers. The right man will make a case for himself in his application by mail. All letters and exhibits held confidential and returned to writer if so marked and if no engagement is made. "F. F.," Box 682, Printers' Ink.

Advertising Manager

Thoroughly high-class merchandise man (30-40), capable producing large volume sales for established trade weekly. Guaranteed circulation, low rates, unlimited list prospects and aggressive editorial policy. Must be energetic, high-pressure, brainy worker with successful, clean record as salesman and executive. Liberal salary and percentage on increased business; right man with selected force solicitors can easily make \$10,000 to \$20,000 yearly. Full personal and business details required, also references. Box 696, Printers' Ink.

Poster Designer

Capable of producing highest grade designs for large poster reproduction. This is an excellent opening for artist who can combine good drawing with effective color treatment. Write full particulars and if possible submit samples of your work. Personal interviews will be arranged.

THE DONALDSON LITHO-
GRAPHING Co.

NEWPORT

Opposite
Cincinnati

KENTUCKY

WANTED—COMMERCIAL ARTISTS
Retouchers, Designers and Figure Artists. Permanent position for experienced men. The Shaw & Marchant Co., Advertisers Bldg., Dayton, Ohio.

LETTER ARTIST—Will pay topnotch salary to an expert letter artist conversant with sketches for cutouts, cards, displays and general lithographic designing. To the right man a permanent position and congenial working conditions. Address, stating age, experience and all qualifications. Box 711, P. I.

Advertising Writer—An advertiser to plan, prepare and write the advertising of a time-payment furniture business. Should possess a thorough knowledge of advertising as applicable to newspaper, circular and mail, as well as a knowledge of store arrangement, decoration and window trimming. Good opportunity and steady employment with an established and growing business in a thriving community in northeastern Pennsylvania about 150 miles from New York. State training, experience and salary expected. Address Box 688, Printers' Ink.

WANTED

Assistant to Advertising Manager. Familiarity with office routine essential. If you know how to make things run smoothly in an office, do not hesitate to apply because of lack of technical advertising experience—though such experience would also be helpful in the job. Write describing your qualifications rather fully—state salary desired. Box 683, Printers' Ink.

An Unusual Opportunity

We want a \$5,000.00 a year man who can produce superior catalogs, circulars, -letters and advertising copy.

The right man will find the job and its associations delightful, satisfactory and a real opportunity with a future. The wrong man would find it simply a waste of time. Replies from agencies and freelance writers not desired.

Address with full particulars concerning yourself, the Shakespeare Company, Kalamazoo, Michigan, manufacturers of Shakespeare Fine Fishing Tackle.

Collection Manager, about 35, qualified to take entire charge of several thousand mail-order installment accounts—who knows every phase of collection work and has had extensive experience to merit charge of entire department. Must be clear cut, enthusiastic, of mature judgment and a conscientious worker. An unusual opportunity is offered this man. State details, such as experience, age, salary, etc. Box 705, Printers' Ink.

COPY WRITER

(Spare Time Work)

We have work for, and desire to correspond with, copy man who can write technical and industrial engineering copy in spare time. Do not reply unless you thoroughly understand the power plant appeal and can write real copy—not generalities. Address Box 697, P. I.

POSITIONS WANTED

COLLEGE STUDENT, Gentle, having intention of entering advertising business upon graduation, desires position during summer where he may gain experience. Box 698, Printers' Ink.

Can You Use a Good Man in New York City? 20 years' Business Manager and Circulation Manager of Successful periodicals—and always made good. A. B. Gilbert, McGraw-Hill Co., New York.

11 Years' Experience—Age 28, executive, expert systematizer, sales letters, merchandising ideas, copy, media, research. Have done EVERYTHING. Aggressive, loyal. \$50. Box 704, P. I.

Young Advertising Man with pronounced layout and lettering ability can better a small agency's output. Splendid practical training. At present with a big agency. Box 701, Printers' Ink.

Am a Safe Art Director
New York preferred—Because: I know New York artists—and that is the thing. Assistant's position welcome. Box 713, Printers' Ink.

A contributing editor now furnishing editorial and feature material to publications of the highest class wishes to extend his field of work. Specializes in scientific and economic subjects. Box 684, P. I.

AUTOMOTIVE COPY WRITER

Forceful writer of "selling" automotive copy, wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 694, P. I.

EDITORIAL OR PUBLICITY

High-class man, 38, college education, seeks executive editorial or publicity position. Extensive experience in daily and magazine journalism, and as campaign publicity executive. Excellent references and connections. Box 689, Printers' Ink.

\$50,000 In One Year

A form letter system produced this mail business for manufacturer. In present position I increased customers 50% in 1922. Nine years' advertising-selling training. University education. Age 31. Salary open. Let me submit records of results secured. Box 712, Printers' Ink.

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Business-Paper Executive—11 years' successful experience with nationally known organizations; advertising and circulation promotion; office management; copy planning. Box 706, Printers' Ink.

Artist—23, ability backed by successful, all-around experience. Engraving, type, agency knowledge. Holding responsible position; desires change to more pleasant surroundings in New York. Box 707, P. I.

ADVERTISING MAN—10 years' agency, trade-paper and managership experience; produced noteworthy results; desire connection offering future. Married. Address Box 700, care of Printers' Ink.

RESEARCH ASSISTANT

Intelligent and ambitious young woman with agency and library experience wants position with advertising agency or magazine. Box 687, Printers' Ink.

Fashion Writer—Advertising woman of recognized ability, specializing on women's accounts and fashion articles, seeks a position, or free-lance work, in or near New York. Box 715, P. I.

Secretary-Stenographer—Several years' experience publishing field; initiative, executive ability; capable handling all office details, circulation, advertising; excellent references. Position New York City. Box 709, Printers' Ink.

Copy Writer

Free lance, formerly copy-plan chief big New York agencies. Part or full time as advertising manager or to write special copy. Box 690, Printers' Ink.

Advertising Salesman—First-class, long experience, successful record in general magazine, class and trade publication work; now engaged; seeks larger opportunity with permanence. Forceful solicitor, capable department manager or representative New York and Eastern territory for out-of-town house. Best credentials. Box 703, Printers' Ink.

For N. Y. or Near N. Y. Store
Advertising man now with a noted Western department store. Six years' retail advertising and sales promotion experience. N. Y. U. trained. Writer of forceful, interesting English; knows merchandise, layout, type. 26 years old. Family reasons compel change. Capable of doing credit to position of manager in small store or assistant in large one. Box 686, Printers' Ink.

FIGURE ARTIST Seeks New Field

A man who can draw natural, life-like human beings, particularly black and white in line. Extensive advertising experience. Rapid, sure and versatile. Connection wanted with agency or other company having large volume of work to be done and where the best is expected and demanded. Available May 15th. Address "Ability," Box 699, care of Printers' Ink.

WE CONNECT THE WIRES

CAN YOU SELL newspaper space and write retail copy? We want experienced advertising men for display and classified positions now open in nineteen cities, East, South and Middle West. The salaries offered range from \$1,800 to \$3,500, and for executive ability a higher figure. Cover essentials in first letter. We charge no advance fee.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

SECRETARY-STENOGRAPHER

Young woman, publishing and agency experience, thoroughly familiar with composition, layouts, proofreading, photo-engraving, make-up, etc., desires position. Box 714, Printers' Ink.

EDITOR

Mr. Publisher, can you use a capable, conscientious, hard-working editor, managing editor, production manager, etc., at salary from \$80 to \$100 a week? Thoroughly experienced in class publication and newspaper work. Box 691, P. I.

BIG LEAGUE ART DIRECTOR

Now managing important modern art department. Formerly illustrator for Harper's, Scribner's, Life, etc. Extensive experience on national campaigns. A real artist, layout man, copy writer and executive combined, as examples of his work amply prove. Unquestionable references, including present connection. Salary \$5,000. Address Box 708, P. I.

Experienced Advertising Man

desires new connection where his ten years, spent in planning and preparing trade-paper advertising, catalogs, booklets, and direct-by-mail literature for such products as machinery, electrical equipment, building materials, etc., can be used to advantage. Will furnish details regarding education, experience, and ability to any manufacturer or agency interested. Box 693, Printers' Ink.

Wanted to Represent Organization

Do you want your affairs at Washington looked after in a thorough, conservative and tactful manner?

Do you want results that are not only comprehensive and complete but absolutely accurate?

Experience of 24 years in responsible administrative capacities in railroad, manufacturing, association and government work has given me necessary mental equipment and training to be of value to some organization.

Have lived in Washington 30 years and am thoroughly conversant with business interests and Government institutions.

Wish to remain account family and interest in civic affairs.

Desire permanency, sufficient salary to support family in decency and some future.

Services available immediately.

Geoffrey Greyke, 3728 Jocelyn St., Chevy Chase, D. C.

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NEW YORK, April 19, 1923

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"Seeing is believing" when Outdoor Advertising tells a picture story to a hundred million pair of eager eyes.

Millions have been captivated by the golden glow of Del Monte Peaches multiplied forty-fold.

—By the ripe-red richness of giant tomatoes, duplicated in the shining brass capped Heinz bottle standing six feet tall beside them.

—By the steaming brown-topped, pink-faced Premium Ham that saw the oven long enough to give forth that appetizing fragrance which, by its picture, you know is there.

—By that satisfying, firm rolled Chesterfield that pokes its head from a nest of nineteen brother smokes.

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*Branches in 49 Cities Operating in and
Representing 9,000 Cities and Towns*

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Harrison, Loomis &
Congress Sts.

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BIGGEST

month's business in Chicago Tribune History

DURING March, 1923, The Chicago Tribune surpassed all its former records, both in circulation and in advertising.

| | March 1923 | Gain Over 1922 |
|-------------------------|---------------|-------------------|
| SUNDAY Circulation | | |
| <i>Average—Net Paid</i> | 939,391 | 111,507 |
| WEEK DAY Circulation | | |
| <i>Average—Net Paid</i> | 556,019 | 55,708 |
| COLUMNS of | | |
| Advertising | 8,533 | 1,282 |

Multiplying lineage by circulation to determine real *advertising* volume in Millines, it is found that The Chicago Tribune prints more Millines of advertising than any other publication on earth.

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